

2024 Regular Session

HOUSE RESOLUTION NO. 219

BY REPRESENTATIVE CARPENTER

SPECIAL DAY/WEEK/MONTH: Designates May 15, 2024, as Coca-Cola Day at the state capitol

1 A RESOLUTION

2 To designate Wednesday, May 15, 2024, as Coca-Cola Day at the state capitol.

3 WHEREAS, in 1906, a young businessman named Thomas Daigre founded the
4 Baton Rouge Coca-Cola Bottling Company in a small building at the corner of Europe and
5 St. Louis streets in downtown Baton Rouge; using a one-horse wagon, Daigre served the
6 entire city of Baton Rouge, which, at that time, had a population of 12,000; and

7 WHEREAS, more than a century later, the Baton Rouge Coca-Cola Bottling
8 Company is now a part of the corporate Coca-Cola UNITED Bottling Company which
9 produces and markets more than 650 products; and

10 WHEREAS, Coca-Cola Bottling Co. UNITED, Inc., has been proudly rooted in
11 Louisiana since 1902, and it owns seven facilities across the state, including five distribution
12 warehouses and two production centers, with more than two thousand three-hundred
13 dedicated associates; and

14 WHEREAS, Coca-Cola Bottling Company is committed to a sustainable future for
15 Louisiana; it uses innovative practices to recycle plastic bottles repeatedly, reducing the
16 environmental impact and keeping the state beautiful; it is also committed to recycling, its
17 bottles and cans are made to be remade and its packaging is 96% recyclable; the company
18 also ensures that beverage bottles and cans from all sixty-four Louisiana parishes are
19 collected, recycled, and repurposed into new beverage packaging; and

20 WHEREAS, Coca-Cola UNITED supports hundreds of civic and charitable
21 organizations, investing \$6.5 million in community programs such as Keep Louisiana

1 Beautiful and the annual Love the Boot Week initiative and partnering with groups like
2 Louisiana Stormwater Coalition, The Osprey Initiative, The Pontchartrain Conservancy, and
3 many more; and

4 WHEREAS, in 2023, Coca-Cola UNITED made over \$100 million in capital
5 investments within its Louisiana facilities; the Coca-Cola system contributes \$937 million
6 in economic activity to the Louisiana GDP including \$38 million in procurement of goods
7 and services from Louisiana suppliers, and it supports over 14,730 jobs; and

8 WHEREAS, for over one hundred twenty years, Coca-Cola UNITED has remained
9 true to its core values of quality, excellence, integrity, and respect.

10 THEREFORE, BE IT RESOLVED that the House of Representatives of the
11 Legislature of Louisiana does hereby designate Wednesday, May 15, 2024, as Coca-Cola
12 Day at the state capitol and does hereby extend sincerest wishes that Coca-Cola UNITED
13 continue its excellent work in Louisiana for many years to come.

DIGEST

The digest printed below was prepared by House Legislative Services. It constitutes no part of the legislative instrument. The keyword, one-liner, abstract, and digest do not constitute part of the law or proof or indicia of legislative intent. [R.S. 1:13(B) and 24:177(E)]

HR 219 Original

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