

2024 Regular Session

HOUSE RESOLUTION NO. 219

BY REPRESENTATIVE CARPENTER

A RESOLUTION

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

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

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

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

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

WHEREAS, Coca-Cola UNITED supports hundreds of civic and charitable organizations, investing \$6.5 million in community programs such as Keep Louisiana Beautiful and the annual Love the Boot Week initiative and partnering with groups like

Louisiana Stormwater Coalition, The Osprey Initiative, The Pontchartrain Conservancy, and many more; and

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

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

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

SPEAKER OF THE HOUSE OF REPRESENTATIVES