SLS 24RS-3322 **ORIGINAL**

2024 Regular Session

SENATE RESOLUTION NO. 111

BY SENATOR BARROW

SPECIAL DAY/WEEK/MONTH. Designates Wednesday, May 15, 2024, as Coca-Cola Day at the Louisiana State Capitol.

1	A RESULUTION
2	To designate Wednesday, May 15, 2024, as Coca-Cola Day at the Louisiana State Capitol.
3	WHEREAS, in 1906, Thomas Daigre founded the Baton Rouge Coca-Cola Bottling
4	Company in a small building at the corner of Europe and St. Louis streets in downtown
5	Baton Rouge, marking the inception of a legacy deeply rooted in Louisiana's history and
6	culture; and
7	WHEREAS, from its humble beginnings serving the city of Baton Rouge with a
8	one-horse wagon to becoming an integral part of the corporate Coca-Cola UNITED Bottling
9	Company, the company has flourished, producing and marketing more than 650 products
10	today; and
11	WHEREAS, Coca-Cola UNITED has proudly operated in Louisiana since 1902, with
12	seven facilities across the state, including distribution warehouses and production centers,
13	and employing more than 2,300 dedicated associates; and
14	WHEREAS, Coca-Cola UNITED is committed to a sustainable future for Louisiana,
15	implementing innovative recycling practices to reduce environmental impact and ensure that
16	beverage bottles and cans are collected, recycled, and repurposed into new packaging; and
17	WHEREAS, Coca-Cola UNITED has made substantial investments in Keep
18	Louisiana Beautiful and the annual Love the Boot Week initiative, and partnering with

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1	various organizations to clean up litter and promote environmental conservation across the
2	state; and
3	WHEREAS, Coca-Cola UNITED's contributions extend beyond environmental
4	initiatives, as the company supports hundreds of civic and charitable organizations in
5	Louisiana, investing more than \$6.5 million in community programs; and
6	WHEREAS, in 2023, Coca-Cola UNITED invested more than \$100 million in capital
7	within Louisiana facilities, contributing significantly to the state's economy with \$937
8	million in economic activation, \$38 million in goods and services procurement from
9	Louisiana suppliers, and support for more than 14,730 jobs; and
10	WHEREAS, Coca-Cola UNITED, headquartered in Birmingham, Alabama, is the
11	second largest privately held Coca-Cola bottler in North America and the third largest bottler
12	of Coca-Cola products in the United States, and employing more than 11,000 associates and
13	serving millions of consumers across a six-state footprint including Alabama, Florida,
14	Georgia, Louisiana, Mississippi, and Tennessee; and
15	WHEREAS, for more than 120 years, Coca-Cola UNITED has upheld its core values
16	of quality, excellence, integrity, and respect; benefitting associates, consumers, customers,
17	communities, and owners alike.
18	THEREFORE, BE IT RESOLVED that the Senate of the Legislature of Louisiana
19	does hereby designate Wednesday, May 15, 2024, as Coca-Cola Day at the Louisiana State
20	Capitol.
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The original instrument and the following digest, which constitutes no part of the legislative instrument, were prepared by Kathy Liberty.

> **DIGEST** 2024 Regular Session

SR 111 Original

Barrow

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