SLS 24RS-837 **ORIGINAL**

2024 Regular Session

SENATE CONCURRENT RESOLUTION NO. 24

BY SENATOR WHEAT AND REPRESENTATIVE COATES

COMMENDATIONS. Celebrates Elmer Chocolate and recognizes Tuesday, May 7, 2024, as Elmer Chocolate Day at the Louisiana State Capitol.

A CONCURRENT RESOLUTION

To commend and celebrate Elmer Chocolate and recognize Tuesday, May 7, 2024, as Elmer Chocolate Day at the Louisiana State Capitol.

WHEREAS, Elmer Chocolate, located in Ponchatoula, is the second largest heart box manufacturer in the country, manufacturing more than 46 million hearts annually; and

WHEREAS, Elmer Chocolate is renowned for its traditional Easter treats; including Gold Brick, Heavenly Hash, and Pecan Eggs, cherished by locals; and

WHEREAS, the forerunner of Elmer Chocolate was Miller Candy Corporation, which was founded in New Orleans in 1855, by former pastry chef Christopher Henry Miller; and

WHEREAS, Miller's son-in-law Augustus Elmer eventually joined him in the business as a partner; and

WHEREAS, in 1914, Elmer's sons joined the business and the corporation became known as Elmer Candy Corporation; and

WHEREAS, the origin of Heavenly Hash Eggs can be traced to 1923, and Gold Brick Eggs were first made in 1936; along with Pecan Eggs, these three iconic Easter season favorites outsell national brands along the Gulf Coast; and

WHEREAS, in the 1960s, Roy Nelson became a partner in the enterprise, eventually

purchasing the entire company from the Elmer family, and encouraged his son Allan to join the endeavor; and

WHEREAS, the two men refocused the company's offerings by concentrating on seasonal chocolates, rather than everyday candy and snacks; and

WHEREAS, in 2016, the company expanded its facility footprint by adding an additional 70,000 square feet to its already 330,000 square foot factory; and

WHEREAS, Elmer Chocolate leads the industry with the highest level of quality control, food safety, and industry innovation; and

WHEREAS, today, the third generation of the Nelson family operates Elmer Chocolate and the company continues to create sweet memories for new generations of candy lovers.

THEREFORE, BE IT RESOLVED that the Legislature of Louisiana does hereby commend and celebrate Elmer Chocolate, the oldest family-owned chocolate company in the country, and recognize Tuesday, May 7, 2024, as Elmer Chocolate Day at the Louisiana State Capitol.

BE IT FURTHER RESOLVED that a copy of this Resolution be transmitted to the Nelson family of Elmer Candy Corporation.

The original instrument and the following digest, which constitutes no part of the legislative instrument, were prepared by Kathy Liberty.

DIGEST

SCR 24 Original 2024 Regular Session Wheat

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