

2026 Regular Session

HOUSE RESOLUTION NO. 101

BY REPRESENTATIVE DICKERSON

COMMENDATIONS: Commends Coca-Cola UNITED for its legacy, economic impact, and commitment to Louisiana and designates April 7, 2026, as Coca-Cola Day at the state capitol

1 A RESOLUTION

2 To commend Coca-Cola UNITED for its legacy, economic impact, and commitment to the
3 people and communities of Louisiana and to designate Tuesday, April 7, 2026, as
4 Coca-Cola Day at the state capitol.

5 WHEREAS, Coca-Cola UNITED's story in Louisiana began in 1902 in the city of
6 New Orleans as Crescent City Coca-Cola, soon followed by the Baton Rouge Coca-Cola
7 Bottling Company in 1906, both locations establishing a cornerstone for a company that
8 would grow to become an integral part of Louisiana's economic and cultural fabric; and

9 WHEREAS, Coca-Cola UNITED is a family-owned Coca-Cola bottler that has
10 proudly operated in Louisiana with a commitment to evolving consumer needs and
11 health-conscious lifestyles for more than one hundred twenty-four years; and

12 WHEREAS, Coca-Cola UNITED currently operates seven sales center facilities and
13 two production plants in Louisiana, including Alexandria, Baton Rouge, Lafayette, Lake
14 Charles, Monroe, New Orleans, and Shreveport; and

15 WHEREAS, Coca-Cola UNITED is a family-owned and locally-operated Louisiana
16 employer that sustains thousands of Louisiana jobs and provides meaningful employment
17 to more than two thousand three hundred dedicated citizens across the state; and

18 WHEREAS, together with The Coca-Cola Company, Coca-Cola UNITED
19 contributes over \$937 million annually in economic impact and an additional \$38 million
20 in purchases from local suppliers, including the Domino Sugar refinery in Chalmette,

1 Louisiana, which indirectly supports more than 14,730 jobs across the state; the company
2 invests approximately \$6.5 million annually in community programs, which demonstrates
3 a deep commitment to community well-being; and

4 WHEREAS, over the past decade, Coca-Cola UNITED has demonstrated its
5 long-term commitment to strengthening infrastructure and ensuring continued growth in
6 Louisiana by investing more than two hundred eleven million dollars in capital
7 improvements statewide, including eighty-nine million dollars in Baton Rouge; and

8 WHEREAS, the Coca-Cola System continues to be a leader in sustainability by
9 investing in and supporting programs such as state waterway litter gitter devices, Keep
10 Louisiana Beautiful's "Love the Boot" initiative, and Recycle World in partnership with
11 Recycle Dat and the Osprey Initiative; these efforts have resulted in the collection of more
12 than one hundred thirty thousand pounds of Mardi Gras parade recyclables over the past two
13 years and more than two hundred thirty tons of plastic bottles and aluminum cans annually;
14 and

15 WHEREAS, the company has also taken a national leadership role in addressing
16 childhood obesity; in 2006, Coca-Cola UNITED, as part of the American Beverage
17 Association, partnered with the Alliance for a Healthier Generation to reduce beverage
18 calories in schools by ninety-four percent and voluntarily removed all full-calorie beverages
19 from elementary, middle, and high schools, implementing policies to support healthier
20 environments for children; and

21 WHEREAS, Coca-Cola UNITED's actions are guided by the enduring core values
22 of quality, excellence, integrity, and respect, which have shaped its relationships with
23 employees, consumers, customers, and communities and advanced initiatives in
24 sustainability, education, technology, and innovation.

25 THEREFORE, BE IT RESOLVED that the House of Representatives of the
26 Legislature of Louisiana does hereby commend Coca-Cola UNITED for its legacy,
27 economic contributions, community engagement, and efforts to promote healthier lifestyles
28 and address childhood obesity across Louisiana and beyond and does hereby designate
29 Tuesday, April 7, 2026, as Coca-Cola Day at the state capitol.

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 101 Original

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Commends Coca-Cola UNITED for its legacy, economic impact, and commitment to the people and communities of La. and designates April 7, 2026, as Coca-Cola Day at the state capitol.