

2026 Regular Session

HOUSE RESOLUTION NO. 101

BY REPRESENTATIVE DICKERSON

A RESOLUTION

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

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

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

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

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

WHEREAS, together with The Coca-Cola Company, Coca-Cola UNITED contributes over \$937 million annually in economic impact and an additional \$38 million in purchases from local suppliers, including the Domino Sugar refinery in Chalmette, Louisiana, which indirectly supports more than 14,730 jobs across the state; the company invests approximately \$6.5 million annually in community programs, which demonstrates a deep commitment to community well-being; and

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

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

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

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

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

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SPEAKER OF THE HOUSE OF REPRESENTATIVES