

2026 Regular Session

SENATE RESOLUTION NO. 58

BY SENATORS JACKSON-ANDREWS, CATHEY AND MORRIS

SPECIAL DAY/WEEK/MONTH. Recognizes Tuesday, April 7, 2026, as Coca-Cola Day at the Louisiana State Capitol.

1 A RESOLUTION

2 To recognize Tuesday, April 7, 2026, as Coca-Cola Day at the Louisiana State Capitol and
3 to commend Coca-Cola UNITED for its outstanding legacy, economic impact, and
4 enduring commitment to the residents and communities of Louisiana.

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, with 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, for more than one hundred twenty-four years, Coca-Cola UNITED, now
10 a vital, privately owned Coca-Cola bottler, has proudly operated in Louisiana, continuously
11 expanding its offerings to a diverse portfolio of more than seven hundred fifty beverage
12 options along with a growing emphasis on low-calorie and sugar-free choices, reflecting its
13 commitment to evolving consumer needs and health-conscious lifestyles; and

14 WHEREAS, Coca-Cola UNITED currently operates seven facilities throughout
15 Louisiana, including five sales and distribution centers and two production plants, providing
16 meaningful employment to over two thousand three hundred dedicated Louisianians and
17 contributing significantly to the state's economy; and

18 WHEREAS, as a locally owned and operated employer, Coca-Cola UNITED sustains

1 thousands of Louisiana jobs and continues to be a preferred beverage provider for consumers
2 across the state, contributing an estimated nine hundred thirty-seven million dollars in
3 economic impact annually, plus an additional thirty-eight million dollars through purchases
4 from local suppliers, supporting over fourteen thousand seven hundred thirty jobs in related
5 industries; and

6 WHEREAS, over the past decade, Coca-Cola UNITED has demonstrated its
7 long-term commitment to Louisiana by investing over two hundred ten million dollars in
8 capital improvements, strengthening infrastructure, and ensuring continued growth; and

9 WHEREAS, Coca-Cola UNITED is deeply committed to community well-being,
10 investing in and supporting various programs, including the state waterway litter gitter
11 devices, Keep Louisiana Beautiful's "Love the Boot" initiative, and Recycle World in
12 partnership with Recycle Dat and the Osprey Initiative, whose contributions have resulted
13 in the collection of more than one hundred thirty thousand pounds of Mardi Gras parade
14 recyclables over the past two years and more than two hundred thirty tons of plastic bottles
15 and aluminum cans annually; and

16 WHEREAS, the company has also taken a national leadership role in addressing
17 childhood obesity; and

18 WHEREAS, in 2006, Coca-Cola UNITED, as part of the American Beverage
19 Association, partnered with the Alliance for a Healthier Generation to reduce beverage
20 calories in schools by ninety-four percent, and voluntarily removed all full-calorie beverages
21 from elementary, middle, and high schools, implementing policies to support healthier
22 environments for children; and

23 WHEREAS, Coca-Cola UNITED's actions are guided by the enduring core values
24 of quality, excellence, integrity, and respect; values that have shaped its relationships with
25 employees, consumers, customers, and communities alike, while advancing initiatives in
26 sustainability, education, technology, and innovation.

27 THEREFORE, BE IT RESOLVED that the Senate of the Legislature of Louisiana
28 does hereby designate Tuesday, April 7, 2026, as Coca-Cola Day at the Louisiana State
29 Capitol and does hereby commend Coca-Cola UNITED for its lasting legacy, significant
30 economic contributions, steadfast community engagement and impactful efforts to promote

