

SENATE RESOLUTION NO. 58

BY SENATORS JACKSON-ANDREWS, CATHEY AND MORRIS

A RESOLUTION

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

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

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

WHEREAS, as a locally owned and operated employer, Coca-Cola UNITED sustains thousands of Louisiana jobs and continues to be a preferred beverage provider for consumers across the state, contributing an estimated nine hundred thirty-seven million dollars in economic impact annually, plus an additional thirty-eight million dollars through purchases from local suppliers, supporting over fourteen thousand seven hundred thirty jobs in related industries; and

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

WHEREAS, Coca-Cola UNITED is deeply committed to community well-being, investing in and supporting various programs, including the 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, whose contributions 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; and

WHEREAS, 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; values that have shaped its relationships with employees, consumers, customers, and communities alike, while advancing initiatives in sustainability, education, technology, and innovation.

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

BE IT FURTHER RESOLVED that a copy of this Resolution be transmitted to Chris Alack, Vice President, Louisiana Division of Coca-Cola Bottling Company UNITED.

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PRESIDENT OF THE SENATE