SLS 23RS-1530 **ORIGINAL** 

2023 Regular Session

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SENATE RESOLUTION NO. 99

BY SENATOR DUPLESSIS

COMMENDATIONS. Commends and congratulates Christa Cotton on the launching of her El Guapo products inside The Fresh Market stores nationwide.

A RESOLUTION

2	To commend and congratulate Christa Cotton on the launching of her El Guapo products
3	inside The Fresh Market stores nationwide.
4	WHEREAS, Christa Cotton had her first experience in the spirits industry while
5	helping her father start Thirteenth Colony Distillery, Georgia's first legal craft distillery since
6	Prohibition; and
7	WHEREAS, her experience assisting her father in his start-up venture ignited a
8	passion in her for making things; and
9	WHEREAS, in 2017, with the opportunity to buy the trademark "El Guapo", she
10	started the New Orleans Beverage Group, LLC to acquire the trademark and began
11	production of the El Guapo line of cocktail bitters and syrups; and
12	WHEREAS, El Guapo is popular with various upscale bars, restaurants, and retail
13	establishments as well as a loyal online customer base; and
14	WHEREAS, El Guapo is known for quality ingredient sourcing, sustainable
15	packaging, and practices exemplary customer service; partnering with regional farmers,
16	producing products made with Ponchatoula strawberries, satsumas, pecans, chicory, and
17	more; and
18	WHEREAS, the bottles used are 100% recyclable, with the labels being made from

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1	recycled craft paper, and each bottle is dipped in wax to avoid sending single-use plastic tear
2	tape to the landfill; and
3	WHEREAS, in 2021, after raising \$1.1 million to scale production and operations
4	in Orleans Parish, El Guapo installed its first bottling line and added five additional team
5	members, effectively quintupling their manufacturing capacity; and
6	WHEREAS, El Guapo is capitalizing on New Orleans' cocktail culture and remains
7	committed to providing quality jobs within the city limits; and
8	WHEREAS, Ms. Cotton is a Tory Burch Foundation Fellow; James Beard
9	Foundation Women's Entrepreneurial Leadership Fellow, and 2021 graduate of The Idea
10	Village's VILLAGEx program.
11	THEREFORE, BE IT RESOLVED that the Senate of the Legislature of Louisiana
12	is proud to commend and congratulate Christa Cotton on the nationwide launch of her El
13	Guapo products inside The Fresh Market stores and does hereby wish Christa Cotton and El
14	Guapo continued growth and success.
15	BE IT FURTHER RESOLVED that a copy of this Resolution be transmitted to
16	Christa Cotton.
	The original instrument and the following digest, which constitutes no part of the legislative instrument, were prepared by Celeste D. Ellis.

DIGEST SR 99 Original 2023 Regular Session

Duplessis

Commends and congratulates Christa Cotton on the launching of her El Guapo products inside The Fresh Market stores nationwide.