

2025 Regular Session

SENATE RESOLUTION NO. 44

BY SENATOR BARROW

COMMENDATIONS. Designates Tuesday, April 22, 2025, as Coca-Cola Day at the Louisiana State Capitol and commends Coca-Cola UNITED for its outstanding legacy, economic impact, and enduring commitment to the people and communities of Louisiana.

A RESOLUTION

To designate Tuesday, April 22, 2025, 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 people and communities of Louisiana.

WHEREAS, Coca-Cola UNITED's story in Louisiana began in 1906, when visionary entrepreneur Thomas Daigre founded the Baton Rouge Coca-Cola Bottling Company in a modest building at the corner of Europe and St. Louis streets in Baton Rouge, 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 130 years, Coca-Cola UNITED, now a vital privately owned Coca-Cola bottler, has proudly operated in Louisiana, expanding its offerings to a diverse portfolio of more than 750 beverage options and placing 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 2,400 dedicated Louisianians and contributing significantly to the state's economy; and

1 WHEREAS, as a locally owned and operated employer, Coca-Cola UNITED sustains
2 thousands of Louisiana jobs and continues to be a preferred beverage provider for consumers
3 across the state, contributing an estimated \$937 million in economic impact annually, plus
4 an additional \$38 million through purchases from local suppliers-supporting over 14,730
5 jobs in related industries; and

6 WHEREAS, over the past five years, Coca-Cola UNITED has demonstrated its
7 long-term commitment to Louisiana by investing over \$150 million in capital improvements,
8 strengthening infrastructure, and ensuring continued growth; and

9 WHEREAS, Coca-Cola UNITED is deeply committed to community well-being,
10 generously supporting civic and charitable organizations across Louisiana with
11 approximately \$6.5 million in annual investments in community programs; and

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

14 WHEREAS, in 2006, Coca-Cola UNITED, as part of the American Beverage
15 Association, partnered with the Alliance for a Healthier Generation to reduce beverage
16 calories in schools by 94%, and voluntarily removed all full-calorie beverages from
17 elementary, middle, and high schools, implementing policies to support healthier
18 environments for children; and

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

23 THEREFORE, BE IT RESOLVED that the Senate of the Legislature of Louisiana
24 does hereby designate Tuesday, April 22, 2025, as Coca-Cola Day at the Louisiana State
25 Capitol and does hereby commend Coca-Cola UNITED for its lasting legacy, significant
26 economic contributions, steadfast community engagement and impactful efforts to promote
27 healthier lifestyles and address childhood obesity across Louisiana and beyond.

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

The original instrument and the following digest, which constitutes no part of the legislative instrument, were prepared by Senate Legislative Services. The keyword, summary, 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)]

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| | DIGEST | |
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