

SENATE RESOLUTION NO. 44

BY SENATOR BARROW

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, and providing meaningful employment to over 2,400 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 \$937 million in economic impact annually, plus an additional \$38 million through purchases from local suppliers, supporting over 14,730 jobs in related industries; and

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

WHEREAS, Coca-Cola UNITED is deeply committed to community well-being, generously supporting civic and charitable organizations across Louisiana with approximately \$6.5 million in annual investments in community programs; 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 94%, 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 22, 2025, 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