

HOUSE JOINT RESOLUTION 1316

By Vital

A RESOLUTION to recognize and congratulate Chattanooga Coca-Cola upon the occasion of its 125th anniversary.

WHEREAS, Coca-Cola was created in 1886 in Atlanta, Georgia, when pharmacist Dr. John S. Pemberton created a flavored syrup in a three-legged brass kettle in his backyard; for the first thirteen years of the drink's existence, it could be sold only at soda fountains, where the syrup and soda water were combined to create the unique flavor of Coke; and

WHEREAS, in 1899, Chattanooga businessmen Benjamin F. Thomas and Joseph B. Whitehead traveled to Atlanta to meet with Asa Candler, then-president of Coca-Cola; having successfully pitched the idea of bottling Coke, the two men won the rights to bottle Coca-Cola in all states except for six New England states, Mississippi, and Texas for \$1.00; thus, Chattanooga Coca-Cola became the first bottler of one of the world's most iconic brands; and

WHEREAS, with the support of colleague John T. Lupton, Mr. Thomas and Mr. Whitehead opened the world's first Coca-Cola Bottling Company at 17 Market Street in downtown Chattanooga, where Patten Parkway now stands; and

WHEREAS, in the company's early years, bottling rights were granted in territories defined by how far a horse and buggy could make it and return back in one day; and

WHEREAS, as Chattanooga Coca-Cola's business continued to thrive, the bottling plant was moved to 201 Broad Street; and

WHEREAS, in 1970, Chattanooga Coca-Cola moved its manufacturing center to 4000 Annicola Highway, and in 2016, the company opened a sales and distribution center at 2111 West Shepherd Road; and

WHEREAS, today, the Chattanooga-based Tennessee Valley division of Coca-Cola UNITED employs more than 500 associates in its two facilities and distributes approximately 14 million cases in its distribution area, which has expanded to include several north Georgia counties in addition to Hamilton County; and

WHEREAS, Coca-Cola UNITED's Chattanooga manufacturing facility produces 43 million cases annually that are distributed throughout the southeast United States; and

WHEREAS, for 125 years, Chattanooga Coca-Cola has been integral to the economic vitality of its region, and it is fitting that this historic business be recognized; now, therefore,

BE IT RESOLVED BY THE HOUSE OF REPRESENTATIVES OF THE ONE HUNDRED THIRTEENTH GENERAL ASSEMBLY OF THE STATE OF TENNESSEE, THE SENATE CONCURRING, that we recognize and congratulate Chattanooga Coca-Cola upon the occasion of its 125th anniversary, wishing the organization much continued success in the future.

BE IT FURTHER RESOLVED, that an appropriate copy of this resolution be prepared for presentation with this final clause omitted from such copy and upon proper request made to the appropriate clerk, the language appearing immediately following the State seal appear without House or Senate designation.