



Thomas H. Daigre

**Founder, 1906
Coca-Cola Bottling Company**



1906. The first Baton Rouge Coca-Cola Bottling Co. plant, corner of St. Louis and Europe Streets.

**Baton Rouge Coca-Cola Bottling Company
Established 1906**



**Baton Rouge Coca-Cola's Current Facility
Located at 9696 Plank Road**

History

In 1906, Thomas Daigre, a young businessman, founded the Baton Rouge Coca-Cola Bottling Company. The first bottle of Coca-Cola was filled in a small building located at the corner of Europe & St. Louis streets in downtown Baton Rouge where a one horse wagon was Mr. Daigre's entire distribution system. At the time, the city of Baton Rouge had a population of 12,000 people who could now enjoy a Coca-Cola not only from a soda fountain but from a single serve 6.5 ounce glass bottle as well!

Today, over 100 years later, Baton Rouge Coca-Cola Bottling Company, a division of of Coca-Cola Bottling

Company United, Inc., headquartered in Birmingham, Alabama, serves as the main office for the Gulf Coast Region. Local employees number 520, while regionally the company employs more than 1,100. The Gulf Coast Region presently serves 23 parishes in Louisiana and 14 counties in Mississippi with 6 divisions located in Baton Rouge, Lake Charles and Lafayette, LA and Gulfport, McComb, and Hattiesburg, MS. Baton Rouge Coca-Cola produces and markets over 300 different product/package combinations, and sells over 10 million cases annually.



Baton Rouge Coca-Cola Bottling Company
9696 Plank Road
Baton Rouge, LA 70811
Main: (225) 293.2570

Cooler Repair: (225) 293.8884

Jobs Hotline: (225) 354.3886

Leadership. . .



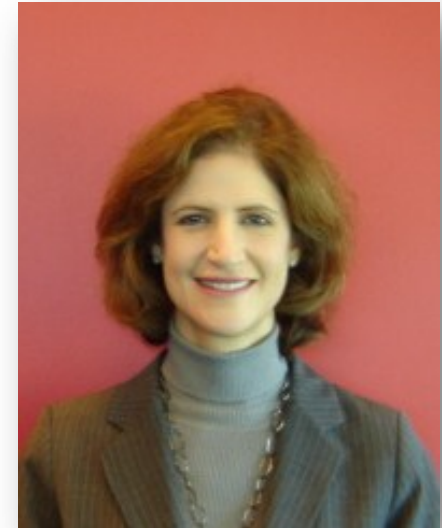
Paul Favaron

President, Gulf Coast Region



John Miller

Division Vice President



Melanie Clark

Vice President, Marketing