

Quality,
Excellence,
Integrity,
Respect



Coca-Cola Bottling Company United Baton Rouge Production and Sales Center

(BTR summary data and stats)



Employing,
Serving,
Refreshing,
& Investing,

FOR MORE THAN
A CENTURY

BY THE NUMBERS

Associates:	588
Payroll/Benefits	\$34.8M
Customers:	\$8,373
Community Impact:	\$367,029
Capital Investments:	\$1.7M
Property Tax:	\$1.7M+
Sales Tax:	\$1M+
Business Licenses:	6,200



9696 Plank Road, Baton Rouge, LA 70811

PROJECT OVERVIEW

Capitol Investment: Proposed \$42 Million

Construction Impact: The company will create a construction impact of \$35,010,782, supporting 231 jobs and \$12,977,454 in personal income, based on construction expenditures of \$23,150,001.

Facility Plan:

- Expand warehouse by 120,000 sq. ft. to accommodate growth along the gulf coast
- Install state of the art Veritque case picking warehouse system that has employee and customer benefits
- Higher job classifications due to technical vs manual nature of the work
- Site preparation and construction to begin the first quarter of 2022 with anticipated project completion by August 2023

New Jobs: Proposed 15 Jobs



ECONOMIC IMPACT

Economic Impact: \$164.9 M
10Y Revenue: \$2,956,053
20Y Revenue: \$7,785,264
ITEP: \$5,221,696

DID YOU KNOW?

Coca-Cola UNITED offers nearly 750 products, 45% of which are low and no-sugar.

COMMUNITY HIGHLIGHTS

Community is at the core of all we do. We're proud to live in, work and serve our Baton Rouge community.

Parishes Served: East Baton Rouge (EBR), West Baton Rouge (WBR), Livingston, Ascension, Iberville, Pointe Coupee, East Feliciana, West Feliciana and St. Helena

Snapshot Of Our Partners:



QUALITY, EXCELLENCE, INTEGRITY & RESPECT

Supplier Diversity / MBE Program Update: Baton Rouge Airport Authority 16th Annual Workshop

- Some spend categories managed locally
 - Landscaping , Janitorial Services)
 - (local services)
- Raw materials and large spend categories managed through Corporate
 - Production materials
 - Large capital projects
 - Such as the potential plant expansion
 - If the project is approved, contact with the selected general contractor can be facilitated
- Have thousands of suppliers across the Coca-Cola United territory

Supplier Diversity

A proactive business process that seeks to provide minority suppliers equal access to purchasing and sourcing opportunities.

We are strengthening our commitment to equal opportunity which satisfies the voice of Coca-Cola Bottling Company United customers, complies with all laws and regulations, and sustains the economic development of diverse businesses in the communities where they are located and the economy as a whole.



Definition: MBE / “Minority Business Enterprise”

A small/diverse business that is a for-profit enterprise, regardless of size, physically located in the United States or its trust territories, which is owned, operated, and controlled by minority group members. "Minority group members" are United States citizens who are African American, Asian Indian, Asian Pacific, Hispanic, Native American, Service-Disabled Veteran, Veteran, LGBTQ and Woman. Ownership means the business is **at least 51% owned** by such individuals and the management and daily operations are controlled by those individuals.



Instructions for Potential Suppliers: How to Inquire with Coca-Cola United Procurement



- MBE suppliers wishing to explore opportunities with Coca-Cola Bottling Company United should contact the United Procurement team at UnitedProcurement@ccbcu.com.
- When contacting United Procurement, please include information about your company, its focus area and capabilities, geographic reach, etc. This will help us more efficiently address your request.

Note: Identifying as an MBE supplier does not guarantee business.

Instructions for Existing Suppliers: How to be a Recognized MBE with Coca-Cola United



- If your company is certified as an MBE supplier and is currently being set up as a new vendor, please forward your certification to the United Vendor Team at UnitedVendorAddChange@ccbcu.com along with your other new vendor documents.
- If your company is already setup as a supplier to United and has just recently become certified, please send your certificate to the United Vendor Team at UnitedVendorAddChange@ccbcu.com
- If your company would like to become certified as an MBE supplier, please contact the United Vendor Team.

Note: Identifying as an MBE supplier does not guarantee business.

How to Become a Certified MBE



Make sure you are eligible. Each national council has certification standards and procedures. Visit the national organization webpage in question to review.



Complete required documentation. Each council has specific paperwork needed to complete the process. This paperwork will be found on the organization's webpage.



Prepare for a site visit. A certification specialist will plan a visit to your business to confirm it's authenticity.



How to Become an MBE in Your State



ALABAMA:

<https://adeca.alabama.gov/ombe/>

FLORIDA:

https://www.dms.myflorida.com/agency_administration/office_of_supplier_diversity_osd/get_certified

GEORGIA:

<https://www.georgia.org/small-business/start/certification>

MISSISSIPPI:

<https://mississippi.org/services/minority/>

LOUISIANA:

<https://www.opportunitylouisiana.com/small-business/small-business-faqs>

TENNESSEE:

<https://tn.diversitysoftware.com/>

Select MBE Certification Councils



- [NMSDC](#) - National Minority Supplier Development Council - and Affiliates
- [DISABILITY: IN](#) - Disability Inclusion
- [WBENC](#) - Women's Business Enterprise National Council and Affiliates
- [NWBOC](#) – National Women Business Owners Corporation
- [NGLCC](#) - The National Gay and Lesbian Chamber of Commerce
- [USHCC](#) - U.S. Hispanic Chamber of Commerce and Affiliates
- [USPAACC](#) - US Pan Asian American Chamber of Commerce and Affiliates
- [WEConnect International](#) – Connects Women-Owned Businesses
- [NVBDC](#) - National Veteran Business Development Council
- [SBA](#) - US Small Business Administration

There are multiple MBE certifications offered by different organizations and states. Many of them offer similar certifications. The supplier must determine which is best for their organization.