

SENATE RESOLUTION NO. 99

BY SENATOR DUPLESSIS

A RESOLUTION

To commend and congratulate Christa Cotton on the launching of her El Guapo products inside The Fresh Market stores nationwide.

WHEREAS, Christa Cotton had her first experience in the spirits industry while helping her father start Thirteenth Colony Distillery, Georgia's first legal craft distillery since Prohibition; and

WHEREAS, her experience assisting her father in his start-up venture ignited a passion in her for making things; and

WHEREAS, in 2017, with the opportunity to buy the trademark "El Guapo", she started the New Orleans Beverage Group, LLC to acquire the trademark and began production of the El Guapo line of cocktail bitters and syrups; and

WHEREAS, El Guapo is popular with various upscale bars, restaurants, and retail establishments as well as a loyal online customer base; and

WHEREAS, El Guapo is known for quality ingredient sourcing, sustainable packaging, and practices exemplary customer service; partnering with regional farmers, producing products made with Ponchatoula strawberries, satsumas, pecans, chicory, and more; and

WHEREAS, the bottles used are 100% recyclable, with the labels being made from recycled craft paper, and each bottle is dipped in wax to avoid sending single-use plastic tear tape to the landfill; and

WHEREAS, in 2021, after raising \$1.1 million to scale production and operations in Orleans Parish, El Guapo installed its first bottling line and added five additional team members, effectively quintupling their manufacturing capacity; and

WHEREAS, El Guapo is capitalizing on New Orleans' cocktail culture and remains committed to providing quality jobs within the city limits; and

WHEREAS, Ms. Cotton is a Tory Burch Foundation Fellow; James Beard Foundation Women's Entrepreneurial Leadership Fellow, and 2021 graduate of The Idea Village's VILLAGEx program.

THEREFORE, BE IT RESOLVED that the Senate of the Legislature of Louisiana is proud to commend and congratulate Christa Cotton on the nationwide launch of her El Guapo products inside The Fresh Market stores and does hereby wish Christa Cotton and El Guapo continued growth and success.

BE IT FURTHER RESOLVED that a copy of this Resolution be transmitted to Christa Cotton.

PRESIDENT OF THE SENATE