

House Resolution 887

By: Representatives Marin of the 96th, Lott of the 131st, Mughal of the 105th, and Draper of the 90th

A RESOLUTION

- 1 Recognizing and commending Bueno Energy Drink; and for other purposes.
- 2 WHEREAS, Bueno Energy Drink was created to address the long overlooked Hispanic
3 consumer in the energy drink industry; and
- 4 WHEREAS, despite the Hispanic population out-indexing every other demographic by
5 roughly 2:1 compared to Caucasians, there had yet to be an energy drink designed
6 specifically for the Hispanic population in both packaging and flavor palette before the
7 introduction of Bueno Energy Drink; and
- 8 WHEREAS, Bueno Energy Drink also has crossover appeal to nearly every other
9 demographic; and
- 10 WHEREAS, Bueno Energy Drink led the Atlanta based company to a collaboration of people
11 with different backgrounds in an attempt to gain a genuine connection with its customers and
12 community; and
- 13 WHEREAS, Bueno Energy Drink has supported many local organizations and hopes to
14 continue with much greater impact as the brand grows; and

15 WHEREAS, the company is composed of a multicultural group of Georgia based folks and
16 their coming together from various backgrounds has been the key to its success. By being
17 continuously involved in the community the company brings people together and supports
18 the diversity of Bueno Energy Drink's great taste; and

19 WHEREAS, it is abundantly fitting and proper that this commitment to excellence, diversity,
20 and great taste be recognized.

21 NOW, THEREFORE, BE IT RESOLVED BY THE HOUSE OF REPRESENTATIVES that
22 the members of this body recognize and commend Bueno Energy Drink for its commitment
23 to excellence, diversity, and great taste.

24 BE IT FURTHER RESOLVED that the Clerk of the House of Representatives is authorized
25 and directed to make an appropriate copy of this resolution available for distribution to
26 Bueno Energy Drink.