



Board of Commissioners of Cook County

118 North Clark Street
Chicago, IL

Legislation Text

File #: 19-1278, **Version:** 1

PROPOSED RESOLUTION

IN CELEBRATION OF THE ACCOMPLISHMENTS OF MAYA FRENCH

WHEREAS, Maya French was born and raised in Chicago, Illinois, and earned her Bachelor of Arts/Science degree at Southern Illinois University; and

WHEREAS, In November 2013 Maya made the decision to pursue her passion of natural foods, while undergoing a lifestyle change; and

WHEREAS, The inspiration of her passion was fueled by her continued frustrations of being sick, unhealthy, and discovering a lactose intolerance; and

WHEREAS, Maya French along with co-founder Dustin Baker first created a juice from cold-pressed vegetables unprocessed, with five ingredients they called Raw Nature Five; and

WHEREAS, Maya's and Dustin's efforts to market the juice to local grocers, grew very difficult and challenging and lead to the creation of Koia; and

WHEREAS, Maya French and Dustin Baker received their first big break when their drink concept was accepted by the major retailer whole foods; and

WHEREAS, Maya French's plant-based protein drink (Koia) is named after the Nicoya Peninsula, a city in Costa Rica; and

WHEREAS, Maya French feels this city best explains the profound meaning of the the drink Koia, because of its plant based diets, the longevity of their natives, their wake-up with a purpose, and their sense of community; and

WHEREAS, Maya's drink Koia has its own uniqueness as well, that sets it apart from other beverages. Koia has 4 grams of sugar that's developed from natural fruit and organic cane sugar, 18 grams of protein, and under 200 calories. It's also high in fiber with an amazing taste; and

WHEREAS, Maya French's protein drink Koia comes in eleven flavors with five flavors as best sellers (Cinnamon Horchata, Coconut Almond, Cacao Bean, Vanilla Bean, and Cold Brew Coffee). It's sold on the shelves in over 5,000 stores throughout the U.S. in stores including Whole foods, Walmart, Publix and Stop & Shop. Putting it on pace for an annual run-rate of \$10 Million; and

WHEREAS, On November 13, 2018 Maya French at the age of 28 made Forbes Magazine 2019 30 Under 30 - Food and Drink List; and

WHEREAS, Maya French's advice to new aspiring product developers is not to be reluctant to change. Be open to other's opinions and listen to experts in order to grow, network, and put the right people in place; and

THEREFORE, BE IT RESOLVED, by the President and members of the Cook County Board of Commissioners that Cook County shall congratulate the talented May French for her development and marketing success of Koia; and

BE IT FURTHER RESOLVED, that this resolution is spread upon the permanent record of Proceedings of the Cook County Board of Commissioners, and that a suitable copy of this resolution be prepared and presented to Maya French for her outstanding accomplishments.