



July 16, 2016

So Sima Cohen, who is she?

It was a completely standard Sunday night. Once again, I was scrolling through my personal Instagram feed zoning out. I suddenly see a familiar shot of the coffee/juice bar at one of my stores, Whole Foods Market Sherman Oaks West to be exact. I work in marketing as I stalk all my store's social media feeds.

I could tell this wasn't just some random shot, with another customer taking a picture of green juice. It was this woman daring a friend to drink a potent ginger shot. It was fun and relatable. The account was this person I didn't know, Sima Cohen. I looked through the rest of her feed and it was all health and fitness focused and there were tons of Whole Foods Market posts. I needed to meet this Sima woman. Through the Insta-gods, I tracked her down.

I met Sima and immediately knew that my customers would love her inviting and informative way to better health. Damn, I wanted to hire her myself to get my own booty in shape! Sima told me her incredible story of leaving home at eleven and all her struggles with food once she came to the US. It was the story of so many people I knew because I come from immigrant parents. I knew that cooking classes with Sima would be successful and that my customers would love her honesty, positive energy and plan to regain health and vitality.

Our first cooking class took place at my Woodland Hills store and it was powerful to see our customers receive Sima's story. Well, not only that but the food was good. I mean, that's the important part. People started to ask her if she had a book and how they could work with her. She was so dynamic and charismatic that you couldn't help but want to be around her. I continue to work with her on cooking classes at my stores and on a personal note, she's kicking me into the best of the shape of my life.

Please reach out at any time if you need any additional information. I am happy to provide you with anything you need.

Best,

Maria Dimakos

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