



**Courtney Taira**  
**Company Spokesperson and Consumer Care Lead, King's Hawaiian**

Courtney Taira, granddaughter of King's Hawaiian founder Robert R. Taira, has fond memories learning about the King's Hawaiian family business as early as age six, when she started helping out during the busy holiday seasons. Courtney now serves as principal spokesperson and leads consumer care for King's Hawaiian. She thoughtfully and personally responds to consumer questions and comments.

Courtney spreads Aloha Spirit with everyone around her – sharing true Hawaiian hospitality and treating everyone as King's Hawaiian *ohana* (or 'family' in Hawaiian).

Strong family involvement has played an important role in the success of King's Hawaiian. Courtney is a part of the third generation upholding her grandfather's uncompromising commitment to quality. Prior to leading the King's Hawaiian consumer care team, Courtney worked in several departments at King's Hawaiian including finance, marketing, logistics, as well as working at King's Hawaiian Bakery & Restaurant, and The Local Place restaurant.

Courtney graduated from the George Washington University. She has studied abroad at Universidad de San Andreas in Buenos Aires, Argentina, and is currently studying Culinary Arts at The International Culinary School in Santa Monica, Calif.

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