



Vita Coco® Introduces Vita Coco Kids, Designed for the Next Generation of Coconut Water Drinkers and Available Exclusively at Select Walmart Locations

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The brand's newest product extension offers families kid-friendly coconut beverages designed for little ones and their on-the-go moments

NEW YORK, Oct. 27, 2026 (GLOBE NEWSWIRE) -- [Vita Coco®](#) (NASDAQ: COCO), America's leading coconut water brand, is bringing the delicious, hydrating power of coconut water to a 200mL pack with a paper straw, designed just for kids, available at select Walmart stores.



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Vita Coco has long been a part of families' routines, with parents and kids alike enjoying its great taste, electrolytes, and lower sugar content. With Vita Coco Kids, the brand is building on that connection by offering a convenient, kid-sized format that's easy to pack for school, activities, and on-the-go moments.

Vita Coco Kids will be available in two varieties:

- **Vita Coco Kids Original Coconut Water:** Packed with electrolytes and nutrients, this is the coconut water parents already know and trust, now available in a kid-sized 200mL pack with a paper straw.
- **Vita Coco Kids Strawberry Coconutmilk Beverage:** A dairy-free strawberry-flavored coconutmilk beverage with 0g of added sugar, offering kids a flavor-forward way into Vita Coco in a kid-sized 200mL pack with a paper straw.

Together, the Vita Coco Kids options give parents flexibility based on what their little one is reaching for that day: Original Coconut Water packed with electrolytes or the flavorful Strawberry Coconutmilk Beverage.

"Vita Coco Kids is about meeting the next generation of coconut water drinkers where they are," said Jane Prior, Chief Marketing Officer at The Vita Coco Company. "Families are already bringing Vita Coco into their kids' routines, so we saw an opportunity to create something specifically for them: fun, convenient options that parents can feel good about providing and that kids will enjoy sipping."

For additional information about Vita Coco, visit vitacoco.com and follow the brand on Instagram, TikTok, X and Facebook.

About The Vita Coco Company®

The Vita Coco Company is a family of brands on a mission to reimagine what's possible when brands deliver healthy, nutritious and great tasting products that are better for consumers and better for the world. This includes its flagship coconut water brand Vita Coco, and Copra, a super-premium brand that specializes in Thai Nam Hom coconut water. The Company was co-founded in 2004 by Michael Kirban and Ira Liran and is a public benefit corporation and Certified B Corporation. Vita Coco, the principal brand within the Company's portfolio, is the leading coconut water brand in the U.S. With electrolytes and nutrients, coconut water has become a top beverage choice among consumers after a workout, in smoothies, as a cocktail mixer, after a night out, and more.

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A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/90dd9be8-953e-4362-97d5-53b6b9ba13f7>