



## Vita Coco Unveils New Pressed Coconut Water Flavors

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**NEW YORK (March 5, 2020)** — Leading coconut water brand [Vita Coco](#) is expanding its offering of delicious, nutrient-rich coconut waters by adding two new flavors to its much-loved [Pressed](#) line - Coconut Mango and Coconut Strawberry Banana. The original Vita Coco Pressed, which launched last year to much fanfare, blends coconut water with fresh pressed coconut, giving consumers the tropical coconutty taste they love with the coconut water benefits they crave.

Since its launch, Vita Coco Pressed has seen massive success in recruiting new consumers into the coconut water category, with 60% of Pressed sales being incremental to the category. Addressing the biggest barrier to entry for coconut water, taste, Pressed has driven 18% of coconut water dollar growth, contributing more growth than any other brand in totality.

The new flavors build on the traditional coconut taste of Pressed, with popular fruit-forward flavor profiles. Like all Vita Coco coconut water products, the new Vita Coco Pressed flavors help replenish electrolytes and provide vital nutrients to consumers, helping consumers to recharge, recover, and stay hydrated without artificial chemicals or scientific formulas.

"It only took us 15 years to figure out that if we added a little fresh pressed coconut to our coconut water, we could overcome the taste barrier that exists for some consumers," said Michael Kirban, Co-Founder and CEO of Vita Coco. "Our Pressed line is successfully bringing new people to the brand, and converting even the most outspoken of coconut water haters. Adding fruit flavors allows us to build on last year's bold launch of Pressed while satisfying even more cravings for delicious, better-for-you beverages."

The new Vita Coco Pressed flavors will be available for \$2.99 for a 16.9-oz bottle in select retail stores in March 2020 and on Amazon in May 2020. The flavors will also be available for around \$8 for a 4-pack 4-flavor sampler and \$23.88 for a 12-pack on Amazon in May 2020. Vita Coco's original Pressed flavor is currently available online and in most retail outlets in the U.S.

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### ABOUT VITA COCO

Vita Coco is the leading coconut water beverage brand, celebrated for bringing the benefits of coconuts to the world. Championed by informed consumers, health and wellness experts, pro-athletes and celebrities for its nutrient-rich hydration, Vita Coco's portfolio now includes sparkling coconut water, coconut milk, coconut oil, and MCT oil. Vita Coco was co-founded in 2004 by CEO Mike Kirban and Ira Liran and is a part of All Market Inc., one of the world's largest privately-owned better-for-you portfolio beverage companies. For more information, please visit [vitacoco.com](http://vitacoco.com).

### ABOUT ALL MARKET INC.

All Market Inc. (AMI) was co-founded in 2004 by CEO Michael Kirban and Ira Liran, its brands include the leading coconut water beverage Vita Coco and clean energy beverage, Runa and sustainable enhanced water Ever & Ever. With its ability to harness the power of people and plants, AMI is poised to become the leading global better-for-you-beverage portfolio. For more information, please visit [vitacoco.com](http://vitacoco.com) or [runa.com](http://runa.com).

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