New Year, New Energy with Vita Coco Boosted

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NEW YORK (January 19, 2021) —Vita Coco is giving people the healthy kick they need to start a fresh new year with the launch of Vita Coco Boosted, the first coconut water-powered MCT beverage that provides sustained energy for the body and mind.

Vita Coco Boosted blends nutritious coconut water and a dash of coconut cream with coconut MCTs, natural caffeine from tea, and B-Vitamins to provide a balanced dose of energizing benefits, without the jitters or crash.

Available in three delicious café-inspired flavors - Vanilla Latte, Coconut Chocolate and Chai – Vita Coco Boosted is the perfect way to kickstart or power through your day without weighing you down. With 40 milligrams of caffeine and no added sugar, Boosted is light, smooth and satisfying with no artificial, syrupy aftertaste.

With natural, functional alternatives carving space from traditional categories, and coconut water posting significant growth amidst the pandemic, Vita Coco Boosted is primed to become a fixture in health-minded consumers' beverage repertoires.

"We all need more energy and focus now more than ever, and the launch of Boosted could not be better timed," said Michael Kirban, co-founder and CEO of Vita Coco. "MCT as a functional ingredient has grown more than 250% in the last year, and our unique combination of replenishing coconut water with energizing coconut MCT oil offers consumers a versatile product that can be enjoyed as a sidekick to your coffee, an addition to your morning smoothie or any time you need a pick-me-up."

Vita Coco Boosted comes in 16.9-oz Tetra Paks and is available nationally in single-flavor 12 packs ($34.99) or multi-flavor sampler packs ($8.99) on Amazon. It will be available in select Walmart stores starting in January, and select Whole Foods stores starting in March at an MSRP of $3.29 for a single unit.

To learn more about Vita Coco, visit vitacoco.com. You can also connect with Vita Coco on Twitter, Facebook and Instagram.

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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 Brands, one of the world's largest privately-owned better-for-you portfolio beverage companies. For more information, please visit vitacoco.com.

ABOUT ALL MARKET BRANDS
All Market Brands 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, All Market Brands is poised to become the leading global better-for-you-beverage portfolio. For more information, please visit vitacoco.com or runa.com.

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