



Vita Coco Debuts as Public Benefit Corporation, Furthering Commitment of Delivering Better-For-You Products

07/20/2021

Leading coconut water brand identifies its public benefit purpose as celebrating nature's resources responsibly and sustainably



The Vita Coco Project aims to build a thriving community that supports local infrastructures like schools and classrooms. (Photo credit: Sam Potter)

NEW YORK--([BUSINESS WIRE](#))--All Market Brands, a leading platform of high-growth better-for-you brands, including the number one coconut water, Vita Coco, today announced its conversion to a Public Benefit Corporation (PBC). Since its inception in 2004, All Market Brands' vision has always been to democratize health and wellness and deliver nutritious, natural products to consumers looking for better-for-you brands.

"Our values have always been a reflection of those of our consumers. It's in our DNA to not only do what feels good, but what feels right," said Michael Kirban, CEO and Co-Founder of All Market Brands.

[Tweet this](#)

The adoption of the PBC structure enables a for-profit business to state a public interest mission in its certificate of incorporation to allow for a purpose beyond maximizing profit for stockholders.

As a PBC, and with a growing portfolio of natural products, All Market Brands has identified its public benefit purpose as harnessing, while protecting, nature's resources for the betterment of the world and its habitants by creating ethical, sustainable, better-for-you beverages and consumer products that not only uplift our communities, but that do right by our planet. This commitment continues AMB's evolving sustainability and social impact strategy for long-term, responsible and equitable growth.

"Our values have always been a reflection of those of our consumers. It's in our DNA to not only do what feels good, but what feels right," said Michael Kirban, CEO and Co-Founder of All Market Brands. "As we take this important next step of becoming a Public Benefit Corporation and evolving our responsible business model, we are embracing a new company mindset of 'ROI,' in which measuring return on impact is just as critical as measuring return on investment."

With social impact initiatives like the Vita Coco Project, All Market Brands continues to make a positive impact in its sourcing communities. Since 2014, the program has supported farming communities, addressing the most pressing challenges in sustainable development for coconut growers focusing on responsible agriculture, education and economic prosperity.

The project's "Give, Grow, Guide" philosophy aims to build a thriving community that produces responsibly managed coconuts through best practices in farming techniques, support of local infrastructures like schools and classrooms and investment in education through academic scholarships. The aim is to positively impact the lives of 1 million people in these communities.

In addition to the Vita Coco Project, All Market Brands supports other partners that share their values and purpose across fair trade initiatives, ocean

health as well as nutrition and wellness programs.

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

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 Michael 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.

ABOUT ALL MARKET BRANDS

All Market Inc. (AMI) d.b.a 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, clean energy beverage, Runa, and sustainable enhanced water, Ever & Ever. With its ability to harness the power of people and plants, today All Market Brands is a platform of high-growth better-for-you brands. For more information, please visit AllMarketBrands.com.



Contacts

Mallory Sturgeon, Dittoe PR
502-648-8446