

Form 144

FORM 144

NOTICE OF PROPOSED SALE OF SECURITIES
PURSUANT TO RULE 144 UNDER THE SECURITIES ACT OF 1933

144: Filer Information

Filer CIK 0001886269
Filer CCC XXXXXXXXX
Is this a LIVE or TEST Filing? LIVE TEST

Submission Contact Information

Name
Phone
E-Mail Address

144: Issuer Information

Name of Issuer VITA COCO CO INC
SEC File Number 001-40950
Address of Issuer 250 Park Avenue South
New York
NEW YORK
10003
Phone 212-206-0763
Name of Person for Whose Account the Securities are To Be Sold IRA LIRAN

See the definition of "person" in paragraph (a) of Rule 144. Information is to be given not only as to the person for whose account the securities are to be sold but also as to all other persons included in that definition. In addition, information shall be given as to sales by all persons whose sales are required by paragraph (e) of Rule 144 to be aggregated with sales for the account of the person filing this notice.

Relationship to Issuer Director

144: Securities Information

Title of the Class of Securities To Be Sold	Name and Address of the Broker	Number of Shares or Other Units To Be Sold	Aggregate Market Value	Number of Shares or Other Units Outstanding	Approximate Date of Sale	Name the Securities Exchange
Common	Morgan Stanley Smith Barney LLC Executive Financial Services 1 New York Plaza 8th Floor New York NY 10004	14006	418639.34	56683993	06/18/2024	NASDAQ

Furnish the following information with respect to the acquisition of the securities to be sold and with respect to the payment of all or any part of the purchase price or other consideration therefor:

144: Securities To Be Sold

Title of the	Date you	Nature of	Name of	Is	Date	Amount of	Date of	Nature of
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Class	Acquired	Acquisition Transaction	Person from Whom Acquired	this a Gift?	Donor Acquired	Securities Acquired	Payment	Payment *
Common	01/16/2007	Founders Shares	Issuer	<input type="checkbox"/>		14006	01/16/2007	N/A

* If the securities were purchased and full payment therefor was not made in cash at the time of purchase, explain in the table or in a note thereto the nature of the consideration given. If the consideration consisted of any note or other obligation, or if payment was made in installments describe the arrangement and state when the note or other obligation was discharged in full or the last installment paid.

Furnish the following information as to all securities of the issuer sold during the past 3 months by the person for whose account the securities are to be sold.

144: Securities Sold During The Past 3 Months

Name and Address of Seller	Title of Securities Sold	Date of Sale	Amount of Securities Sold	Gross Proceeds
10b5-1 Sales for BETZ, LLCC/O OMRI GREEN 250 Park Avenue South New York NY 10003	Common	04/03/2024	6915	172887.45
10b5-1 Sales for BETZ, LLCC/O OMRI GREEN 250 Park Avenue South New York NY 10003	Common	03/21/2024	2780	69618.71
10b5-1 Sales for BETZ, LLCC/O OMRI GREEN 250 Park Avenue South New York NY 10003	Common	03/20/2024	13283	332525.29
10b5-1 Sales for IRA LIRAN 250 Park Avenue South New York NY 10003	Common	03/19/2024	13998	350152.97
10b5-1 Sales for BETZ, LLCC/O OMRI GREEN 250 Park Avenue South New York NY 10003	Common	03/19/2024	19022	475797.29

144: Remarks and Signature

Remarks
Date of Notice 06/18/2024
Date of Plan Adoption or Giving of Instruction, If Relying on Rule 10b5-1 06/15/2023

ATTENTION:

The person for whose account the securities to which this notice relates are to be sold hereby represents by signing this notice that he does not know any material adverse information in regard to the current and prospective operations of the Issuer of the securities to be sold which has not been publicly disclosed. If such person has adopted a written trading plan or given trading instructions to satisfy Rule 10b5-1 under the Exchange Act, by signing the form and indicating the date that the plan was adopted or the instruction given, that person makes such representation as of the plan adoption or instruction date.

Signature /s/ Ira Liran

ATTENTION: Intentional misstatements or omission of facts constitute Federal Criminal Violations (See 18 U.S.C. 1001)