
**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT
Pursuant to Section 13 or 15(d)
of the Securities Exchange Act of 1934

Date of report (Date of earliest event reported): January 7, 2026

The Vita Coco Company, Inc.

(Exact name of registrant as specified in its charter)

Delaware
(State or other jurisdiction of
incorporation)

001-40950
(Commission
File Number)

11-3713156
(I.R.S. Employer
Identification No.)

111 Fifth Avenue
Second Floor
New York, New York 10003
(Address of principal executive offices) (Zip Code)

(Registrant's telephone number, include area code) (212) 206-0763

N/A
(Former Name or Former Address, if Changed Since Last Report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Securities registered pursuant to Section 12(b) of the Act:

Title of each class	Trading Symbols	Name of each exchange on which registered
Common Stock, \$0.01 par value per share	COCO	The Nasdaq Stock Market LLC

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.



Item 5.02 Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.

On January 7, 2026, the Board of Directors (the “Board”) for The Vita Coco Company, Inc. (the “Company”) increased the number of directors serving on the Board from nine (9) to ten (10) and appointed Shelley Broader to the Board as a Class II director to fill the resulting vacancy and to serve until the end of Class II’s term expiring at the next annual meeting of stockholders and until her successor shall be elected and qualified. The Board expects to appoint Ms. Broader to one or more committees of the Board at a later date. As of the filing of this Current Report on Form 8-K, the Board has not determined the committee assignments for Ms. Broader. The Company will provide the foregoing information by filing an amendment to this Current Report on Form 8-K after the information is determined or becomes available.

Ms. Broader will be compensated for her service as a director in accordance with the Company’s policy on non-employee director compensation. In connection with her appointment to the Board, the Company intends to enter into an indemnification agreement with Ms. Broader in substantially the same form as the Company has entered into with each of the Company’s existing directors and as previously filed with the Securities and Exchange Commission.

Ms. Broader does not have any arrangement or understanding with any other person pursuant to which she was appointed as a director. Ms. Broader does not have any direct or indirect material interest in any transaction required to be disclosed pursuant to Item 404(a) of Regulation S-K.

Item 7.01. Regulation FD Disclosure.

On January 8, 2026, the Company issued a press release to announce the appointment of Ms. Broader to the Board. A copy of the Company’s press release is attached as Exhibit 99.1 to this Current Report on Form 8-K and incorporated herein by reference.

In addition, on January 7, 2026, the Board appointed Charles van Es as the Company’s Chief Commercial Officer, effective January 1, 2026. In his new capacity, Mr. van Es will lead global commercial strategy and market development, in addition to his continued responsibilities overseeing the US market. There are no changes to Mr. van Es’ compensation as result of the appointment.

The information disclosed under this Item 7.01, including Exhibit 99.1 hereto, is being furnished and shall not be deemed “filed” for purposes of Section 18 of the Securities Exchange Act of 1934, as amended, nor shall it be incorporated by reference into any registration statement or other document pursuant to the Securities Act of 1933, as amended, except as expressly set forth in such filing.

Item 9.01. Financial Statements and Exhibits.

(d) Exhibits.

Exhibit No.	Description
99.1	Press Release, dated January 8, 2026.
104	Cover Page Interactive Data File (formatted as Inline XBRL).

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

THE VITA COCO COMPANY, INC.

Date: January 8, 2026

By: /s/ Martin Roper

Name: Martin Roper

Title: Chief Executive Officer



The Vita Coco Company Issues Statement Regarding Tariff Relief

NEW YORK, January 8, 2026 (GLOBE NEWSWIRE) -- The Vita Coco Company, Inc. (NASDAQ: COCO) ("Vita Coco" or the "Company"), a leading high-growth platform of better-for-you beverage brands, today announced that Shelley Broader was appointed as a Class II member of the Board of Directors (the "Board").

Shelley Broader is a highly accomplished executive and corporate director with a distinguished track record of leading and transforming iconic retail and consumer brands. Ms. Broader brings more than 25 years of global leadership experience, having served as President and Chief Executive Officer of Chico's FAS, Inc., Walmart EMEA, Walmart Canada, and Sweetbay Supermarkets, as well as President and Chief Operating Officer of Michaels Stores. She has overseen organizations with up to \$65 billion in P&L responsibility, driving growth, digital innovation, and operational excellence across mass retail, specialty retail, grocery, and consumer services sectors.

Ms. Broader currently serves on the boards of Loblaw Companies Limited, IFCO Systems GmbH, Inspire Medical Systems, Inc., and Luke's Lobster, and has previously held board roles with Dutch Bros., Raymond James Financial, Inc., and Massmart Holdings Limited. She is widely respected for her expertise in strategy, risk oversight, executive development, digital transformation, and ESG leadership.

"We are delighted to welcome Shelley to the Vita Coco Board," said Mike Kirban, Co-Founder and Executive Chairman, The Vita Coco Company. "Her deep experience in leading global consumer businesses and her proven ability to drive transformation and growth will be invaluable as we continue to expand our brand and deliver value to our shareholders."

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 protein-infused water, PWR LIFT. 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, nutrients, and vitamins, 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.

CONTACTS

Investor Relations: ICR, Inc.
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