

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 0001206513
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 Company, Inc.
SEC File Number 001-40950
Address of Issuer 250 PARK AVENUE SOUTH
SEVENTH FLOOR
NEW YORK
NEW YORK
10003
Phone 212-206-0763
Name of Person for Whose Account the Securities are To Be Sold ROPER MARTIN F

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	Wells Fargo Clearing Services 1 North Jefferson Avenue St. Louis MO 63103	130182	4734719.34	56731939	12/05/2024	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 Class	Date you Acquired	Nature of Acquisition	Name of Person from	Is this	Date Donor	Amount of Securities	Date of Payment	Nature of Payment *
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Transaction	Whom Acquired	a Gift?	Acquired	Acquired
common	09/18/2019 Stock options	Issuer	<input type="checkbox"/>	130182 09/18/2019 cash

* 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
P S Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/04/2024	5000	174846.14
C G Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/04/2024	5000	174870.59
T L Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/04/2024	5000	174828.93
Martin F Roper 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/04/2024	5000	174812.73
P S Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/05/2024	5000	175687.13
C G Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/05/2024	5000	175712.36
T L Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/05/2024	5000	175692.80
Martin F Roper 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/05/2024	5000	175682.86
P S Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/06/2024	5000	176781.41
C G Roper Exempt Family Trust 250 Park Avenue Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/06/2024	5000	176710.93
T L Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/06/2024	5000	176702.24

Martin F Roper 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/06/2024 5000	176833.27
P S Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/07/2024 5000	175576.50
C G Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/07/2024 5000	175528.60
T L Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/07/2024 5000	175682.97
Marin F Roper 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/07/2024 5000	175504.15
P S Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/08/2024 5000	178900.29
C G Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/08/2024 5000	178957.21
T L Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/08/2024 5000	178968.95
Martin F Roper 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/08/2024 5000	178985.37
P S Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/11/2024 5000	175993.50
C G Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/11/2024 5000	176111.87
T L Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/11/2024 5000	176009.12
Martin F Roper 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/11/2024 5000	176497.27
P S Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/12/2024 5000	176048.97
C G Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/12/2024 5000	176045.20
T L Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/12/2024 5000	176036.46

Martin F Roper 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/12/2024 5000	176057.45
P S Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/13/2024 500	17515.51
C G Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/13/2024 398	13934.39
T L Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/13/2024 300	10493.71
Martin F Roper 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/13/2024 300	10493.71
P S Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/18/2024 5000	175152.03
C G Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/18/2024 5000	175072.49
T L Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/18/2024 5000	175139.44
Martin F Roper 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/18/2024 5000	175102.18
P S Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/19/2024 5000	175276.62
C G Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/19/2024 5000	175329.87
T L Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/19/2024 5000	175322.82
Martin F Roper 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/19/2024 5000	175338.10
P S Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/20/2024 5000	176791.95
C G Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/20/2024 5000	176797.01
T L Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/20/2024 5000	176812.82

Martin F Roper 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/20/2024 5000	176722.14
P S Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/21/2024 5000	182810.73
C G Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/21/2024 5000	182906.00
T L Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/21/2024 5000	182759.96
Martin F Roper 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/21/2024 5000	182971.93
P S Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/22/2024 5000	182216.44
C G Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/22/2024 5000	182320.38
T L Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company,	11/22/2024 5000	182391.90
Martin F Roper 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/22/2024 5000	182262.87
P S Roper Exempt Family Trust 250 Park Avenue South Sevent Floor New York NY 10003	The Vita Coco Company, Inc.	11/25/2024 5000	178913.33
C G Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/25/2024 5000	179126.61
T L Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/25/2024 5000	179004.28
Martin F Roper 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/25/2024 5000	179114.12
P S Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/26/2024 5000	178237.32
C G Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/26/2024 5000	178259.52
T L Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/26/2024 5000	178250.90

Martin F Roper 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/26/2024 5000	178258.17
P S Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/27/2024 5000	178409.07
C G Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/27/2024 5000	178498.49
T L Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/27/2024 5000	178401.21
Martin F Roper 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/27/2024 5000	178376.66
P S Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/29/2024 5000	178790.22
C G Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/29/2024 5000	178807.30
T L Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/29/2024 5000	178803.10
Martin F Roper 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/29/2024 5000	178791.41
P S Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	12/02/2024 5000	177713.30
C G Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	12/02/2024 5000	177486.05
T L Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	12/02/2024 5000	177405.58
Martin F Roper 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	12/02/2024 5000	177451.09
P S Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	12/03/2024 5000	176321.14
C G Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	12/03/2024 5000	176201.05
T L Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	12/03/2024 5000	176252.83

Martin F Roper 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	12/03/2024 5000	176283.85
P S Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	12/04/2024 5000	180954.30
C G Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	12/04/2024 5000	180974.18
T L Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	12/04/2024 5000	180921.23
Martin F Roper 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	12/04/2024 5000	180919.44

144: Remarks and Signature

Remarks 43,394 shares to be sold under the P S Roper Exempt Family Trust, Richard Kahn and Susan Littlefield as trustees. 43,394 shares to be sold under the C G Roper Exempt Family Trust, Richard Kahn and Susan Littlefield as trustees. 43,394 shares to be sold under the T L Roper Exempt Family Trust, Richard Kahn and Susan Littlefield as trustees. The trusts are for a family member of Martin Roper. Martin Roper is a grantor of the trusts and shares held by the trusts are reported as indirect holdings of Martin Roper.

Date of Notice 12/05/2024

Date of Plan Adoption or Giving of Instruction, If Relying on Rule 10b5-1 05/09/2024

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 Susan Littlefield as trustee

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