FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL 3235-0287 OMB Number: Estimated average burden hours per response: 0.5

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

J	Check th
	transaction

Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan for the purchase or sale of equity securities of the issuer that is intended to satisfy the affirmative defense conditions of Rule 10b5-1(c). See

Instruc	tion 10.	70 1(0). 000																
1. Name and Address of Reporting Person* ROPER MARTIN F						2. Issuer Name and Ticker or Trading Symbol Vita Coco Company, Inc. [COCO]								(Che	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner			Owner
(Last) (First) (Middle) 250 PARK AVE SOUTH SEVENTH FLOOR				11	3. Date of Earliest Transaction (Month/Day/Year) 11/12/2024								Officer (give title Other (specify below) Chief Executive Officer					
(Street) NEW YORK NY 10003					_ 4. _	 4. If Amendment, Date of Original Filed (Month/Day/Year) 6. Individual or Joint/Group Filing (Check Applica Line) Form filed by One Reporting Person Form filed by More than One Reporting 										on		
(City)	(S											Persor						
		Tab	ole I - N	lon-Der	ivativ	e Se	curit	ies A	cquire	d, D	isposed	of, or E	Benefi	cially	Owned	l		
1. Title of Security (Instr. 3) 2. Transact Date (Month/Day				Execution Date,		3. Transaction Code (Instr. 8)		4. Securiti Disposed	es Acquire Of (D) (Ins	ed (A) or tr. 3, 4 ar	nd 5)	5. Amou Securiti Benefici Owned	es ially Following	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)			
								Code	v	Amount	(A) or (D)			Transaction(s) (Instr. 3 and 4)			(msu. 4)	
Common	Stock			11/12/2024				S ⁽¹⁾		5,000	D	\$35.264(2)		442	2,452	D		
Common	Stock			11/13/	/2024				S ⁽¹⁾		300	D	\$35.	.053(3)	442	2,152	D	
Common	Stock			11/12/	/2024				S ⁽¹⁾		5,000	D	\$35.	.261(4)	399	9,525	I	by Chris Roper FT ⁽⁵⁾
Common	Stock			11/13/	/2024				S ⁽¹⁾		398	D	\$35	5.08 ⁽⁶⁾	399	9,127	I	by Chris Roper FT ⁽⁵⁾
Common	Stock			11/12/	/2024				S ⁽¹⁾		5,000	D	\$35.	.262 ⁽⁷	399	9,525	I	by Peter Roper FT ⁽⁸⁾
Common Stock		11/13/2024					S ⁽¹⁾		500	D \$35.096 ⁽⁹⁾		399	9,025	I	by Peter Roper FT ⁽⁸⁾			
Common	Stock			11/12/	/2024				S ⁽¹⁾		5,000	D	\$35.	.26(10)	399	9,525	I	by Thomas Roper FT ⁽¹¹⁾
Common Stock		11/13/2024					S ⁽¹⁾		300	D	\$35.053(12)		399,225		I	by Thomas Roper FT ⁽¹¹⁾		
Common Stock															82	,000	I	by Spouse
		-	Table II								posed o				Owned			
Derivative Conversion Date Execut Security or Exercise (Month/Day/Year) if any		if any	, ,,,		action	tion of		• •	Exerci on Da	sable and	7. Title and Amou of Securities Underlying Derivative Securi (Instr. 3 and 4)		unt	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction((Instr. 4)	Ownershi Form: Direct (D) or Indirect (I) (Instr. 4	Beneficial Ownership t (Instr. 4)	
					Code	v	(A)	(D)	Date Exercisa	able	Expiration Date	Title	Amou or Numb of Sha	er				

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)															
1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		1		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Non- Qualified Stock Option (right to buy)	\$10.178							(13)	09/19/2029	Common Stock	579,670		579,670	D	
Non- Qualified Stock Option (right to buy)	\$10.178							(14)	01/11/2031	Common Stock	40,950		40,950	D	
Non- Qualified Stock Option (right to buy)	\$15							(15)	10/21/2031	Common Stock	298,507		298,507	D	
Non- Qualified Stock Option (right to buy)	\$16.91							(16)	03/10/2033	Common Stock	46,875		46,875	D	
Non- Qualified Stock Option (right to buy)	\$26.18							(17)	03/04/2034	Common Stock	62,743		62,743	D	

Explanation of Responses:

- 1. The sales of shares of common stock reported were effected pursuant to a Rule 10b5-1 trading plan.
- 2. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$35.02 to \$35.41, inclusive. The reporting person undertakes to provide the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in this footnote
- 3. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$35.00 to \$35.16, inclusive. The reporting person undertakes to provide the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in this footnote.
- 4. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$35.04 to \$35.41, inclusive. The reporting person undertakes to provide the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in this footnote
- 5. These shares are held by the Christopher G. Roper Exempt Family Trust.
- 6. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$35.00 to \$35.16, inclusive. The reporting person undertakes to provide the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in this footnote.
- 7. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$35.00 to \$35.41, inclusive. The reporting person undertakes to provide the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in this footnote.
- 8. These shares are held by the Peter S. Roper Exempt Family Trust.
- 9. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$35.00 to \$35.16, inclusive. The reporting person undertakes to provide the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in this footnote.
- 10. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$35.00 to \$35.40, inclusive. The reporting person undertakes to provide the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in this footnote.
- 11. These shares are held by the Thomas L. Roper Exempt Family Trust.
- 12. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$35.00 to \$35.16, inclusive. The reporting person undertakes to provide the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in this footnote.
- 13. The stock option is fully vested and currently exercisable.
- 14. The stock option vests in two equal installments on January 11, 2023 and January 11, 2025.
- 15. The stock option vests in four equal annual installments beginning on November 27, 2022.
- 16. The stock option vests in four equal annual installments beginning on March 10, 2024.
- 17. The stock option vests in four equal annual installments beginning on March 4, 2025.

By: Alison Klein, Attorney-in-Fact For: Martin Roper

11/14/2024

** Signature of Reporting Person

Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

- * If the form is filed by more than one reporting person, see Instruction 4 (b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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