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UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM D

OMB APPROVAL

OMB Number: 3235-0076
Estimated average burden
hours per response: 4.00

Notice of Exempt Offering of Securities

1. Issuer's Identity

CIK (Filer ID Number)

[0001482981](#)

Name of Issuer

[Vita Coco Company, Inc.](#)

Jurisdiction of Incorporation/Organization

[DELAWARE](#)

Year of Incorporation/Organization



Over Five Years Ago



Within Last Five Years (Specify Year)



Yet to Be Formed

Previous
Names



None

[All Market Inc.](#)

[All Market, Inc.](#)

[Vita Coco Company, Inc.](#)

Entity Type



Corporation



Limited Partnership



Limited Liability Company



General Partnership



Business Trust



Other (Specify)

2. Principal Place of Business and Contact Information

Name of Issuer

[Vita Coco Company, Inc.](#)

Street Address 1

[111 5TH AVENUE](#)

City

[NEW YORK](#)

State/Province/Country

[NEW YORK](#)

Street Address 2

[2ND FLOOR](#)

ZIP/PostalCode

[10003](#)

Phone Number of Issuer

[212-206-0763](#)

3. Related Persons

Last Name

[Kirban](#)

First Name

[Michael](#)

Middle Name

Street Address 1

[111 5th Avenue, 2nd Floor](#)

Street Address 2

City

[New York](#)

State/Province/Country

[NEW YORK](#)

ZIP/PostalCode

[10003](#)

Relationship: ☐ Executive Officer ☒ Director ☐ Promoter

Clarification of Response (if Necessary):

Last Name

[Roper](#)

First Name

[Martin](#)

Middle Name

Street Address 1

[111 5th Avenue, 2nd Floor](#)

Street Address 2

City

[New York](#)

State/Province/Country

[NEW YORK](#)

ZIP/PostalCode

[10003](#)

Relationship: ☒ Executive Officer ☒ Director ☐ Promoter

Clarification of Response (if Necessary):

Last Name

[Baker](#)

First Name

[Corey](#)

Middle Name

Street Address 1

[111 5th Avenue, 2nd Floor](#)

Street Address 2

City

[New York](#)

State/Province/Country

[NEW YORK](#)

ZIP/PostalCode

[10003](#)

Relationship: ☒ Executive Officer ☐ Director ☐ Promoter

Clarification of Response (if Necessary):

Last Name	First Name	Middle Name
Burth	Jonathan	
Street Address 1	Street Address 2	
111 5th Avenue, 2nd Floor		
City	State/Province/Country	ZIP/PostalCode
New York	NEW YORK	10003
Relationship: ☒ Executive Officer ☐ Director ☐ Promoter		
Clarification of Response (if Necessary):		

Last Name	First Name	Middle Name
van Es	Charles	
Street Address 1	Street Address 2	
111 5th Avenue, 2nd Floor		
City	State/Province/Country	ZIP/PostalCode
New York	NEW YORK	10003
Relationship: ☒ Executive Officer ☐ Director ☐ Promoter		
Clarification of Response (if Necessary):		

Last Name	First Name	Middle Name
Dozie	Aishetu	Fatima
Street Address 1	Street Address 2	
111 5th Avenue, 2nd Floor		
City	State/Province/Country	ZIP/PostalCode
New York	NEW YORK	10003
Relationship: ☐ Executive Officer ☒ Director ☐ Promoter		
Clarification of Response (if Necessary):		

Last Name	First Name	Middle Name
Liran	Ira	
Street Address 1	Street Address 2	
111 5th Avenue, 2nd Floor		
City	State/Province/Country	ZIP/PostalCode
New York	NEW YORK	10003
Relationship: ☐ Executive Officer ☒ Director ☐ Promoter		
Clarification of Response (if Necessary):		

Last Name	First Name	Middle Name
Melloul	Eric	
Street Address 1	Street Address 2	
111 5th Avenue, 2nd Floor		
City	State/Province/Country	ZIP/PostalCode
New York	NEW YORK	10003
Relationship: ☐ Executive Officer ☒ Director ☐ Promoter		
Clarification of Response (if Necessary):		

Last Name	First Name	Middle Name
Morreau	Jane	
Street Address 1	Street Address 2	
111 5th Avenue, 2nd Floor		
City	State/Province/Country	ZIP/PostalCode
New York	NEW YORK	10003
Relationship: ☐ Executive Officer ☒ Director ☐ Promoter		
Clarification of Response (if Necessary):		

Last Name	First Name	Middle Name
Sadowsky	Kenneth	
Street Address 1	Street Address 2	

111 5th Avenue, 2nd Floor

City

New York

State/Province/Country

NEW YORK

ZIP/PostalCode

10003

Relationship: ☐ Executive Officer ☒ Director ☐ Promoter

Clarification of Response (if Necessary):

Last Name

Zupo

First Name

John

Middle Name

Street Address 1

111 5th Avenue, 2nd Floor

Street Address 2

City

New York

State/Province/Country

NEW YORK

ZIP/PostalCode

10003

Relationship: ☐ Executive Officer ☒ Director ☐ Promoter

Clarification of Response (if Necessary):

Last Name

Broader

First Name

Shelley

Middle Name

Street Address 1

111 5th Avenue, 2nd Floor

Street Address 2

City

New York

State/Province/Country

NEW YORK

ZIP/PostalCode

10003

Relationship: ☐ Executive Officer ☒ Director ☐ Promoter

Clarification of Response (if Necessary):

Last Name

Prior

First Name

Jane

Middle Name

Street Address 1

111 5th Avenue, 2nd Floor

Street Address 2

City

New York

State/Province/Country

NEW YORK

ZIP/PostalCode

10003

Relationship: ☒ Executive Officer ☐ Director ☐ Promoter

Clarification of Response (if Necessary):

4. Industry Group



Agriculture

Banking & Financial Services



Commercial Banking



Insurance



Investing



Investment Banking



Pooled Investment Fund

Is the issuer registered as an investment company under the Investment Company Act of 1940?

☐ Yes

☐ No



Other Banking & Financial Services



Business Services

Energy



Coal Mining



Electric Utilities



Energy Conservation



Environmental Services



Oil & Gas



Other Energy

Health Care



Biotechnology



Health Insurance



Hospitals & Physicians



Pharmaceuticals



Other Health Care



Manufacturing

Real Estate



Commercial



Construction



REITS & Finance



Residential



Other Real Estate



Retailing



Restaurants

Technology



Computers



Telecommunications



Other Technology

Travel



Airlines & Airports



Lodging & Conventions



Tourism & Travel Services



Other Travel



Other

5. Issuer Size

Revenue Range	OR	Aggregate Net Asset Value Range
☐ No Revenues		☐ No Aggregate Net Asset Value
☐ \$1 - \$1,000,000		☐ \$1 - \$5,000,000
☐ \$1,000,001 - \$5,000,000		☐ \$5,000,001 - \$25,000,000
☐ \$5,000,001 - \$25,000,000		☐ \$25,000,001 - \$50,000,000
☐ \$25,000,001 - \$100,000,000		☐ \$50,000,001 - \$100,000,000
☒ Over \$100,000,000		☐ Over \$100,000,000
☐ Decline to Disclose		☐ Decline to Disclose
☐ Not Applicable		☐ Not Applicable

6. Federal Exemption(s) and Exclusion(s) Claimed (select all that apply)

☐ Rule 504(b)(1) (not (i), (ii) or (iii))	☐ Investment Company Act Section 3(c)	
☐ Rule 504 (b)(1)(i)	☐ Section 3(c)(1)	☐ Section 3(c)(9)
☐ Rule 504 (b)(1)(ii)	☐ Section 3(c)(2)	☐ Section 3(c)(10)
☐ Rule 504 (b)(1)(iii)	☐ Section 3(c)(3)	☐ Section 3(c)(11)
☒ Rule 506(b)	☐ Section 3(c)(4)	☐ Section 3(c)(12)
☐ Rule 506(c)	☐ Section 3(c)(5)	☐ Section 3(c)(13)
☐ Securities Act Section 4(a)(5)	☐ Section 3(c)(6)	☐ Section 3(c)(14)
	☐ Section 3(c)(7)	

7. Type of Filing

☒ New Notice Date of First Sale [2026-07-22](#) ☐ First Sale Yet to Occur

☐ Amendment

8. Duration of Offering

Does the Issuer intend this offering to last more than one year? ☐ Yes ☒ No

9. Type(s) of Securities Offered (select all that apply)

☒ Equity	☐ Pooled Investment Fund Interests
☐ Debt	☐ Tenant-in-Common Securities
☐ Option, Warrant or Other Right to Acquire Another Security	☐ Mineral Property Securities
☐ Security to be Acquired Upon Exercise of Option, Warrant or Other Right to Acquire Security	☐ Other (describe)

10. Business Combination Transaction

Is this offering being made in connection with a business combination transaction, such as a merger, acquisition or exchange offer? ☒ Yes ☐ No

Clarification of Response (if Necessary):

[On 7/22/26, the Issuer acquired Copra Inc. via a merger with Pinkco Inc. for roughly \\$140mm cash, 467,071 common shares, and \\$45mm - \\$100mm in earnout consideration per the Merger Agreement.](#)

11. Minimum Investment

Minimum investment accepted from any outside investor [\\$0](#) USD

12. Sales Compensation

Recipient	Recipient CRD Number ☒ None
(Associated) Broker or Dealer ☒ None	(Associated) Broker or Dealer CRD Number ☒ None
Street Address 1	Street Address 2
City	State/Province/Country
State(s) of Solicitation (select all that apply)	ZIP/Postal Code
Check "All States" or check individual States ☐ All States	☐ Foreign/non-US

13. Offering and Sales Amounts

Total Offering Amount [\\$134,997,630](#) USD or ☐ Indefinite

Total Amount Sold [\\$34,997,630](#) USD

Total Remaining to be Sold \$100,000,000 USD or Indefinite

Clarification of Response (if Necessary):

Aggregate consideration for the Merger included the right to receive \$45mm-\$100mm in earnout consideration, calculated and determined in accordance with the Merger Agreement.

14. Investors

☐ Select if securities in the offering have been or may be sold to persons who do not qualify as accredited investors, and enter the number of such non-accredited investors who already have invested in the offering.

Regardless of whether securities in the offering have been or may be sold to persons who do not qualify as accredited investors, enter the total number of investors who already have invested in the offering:

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15. Sales Commissions & Finder's Fees Expenses

Provide separately the amounts of sales commissions and finders fees expenses, if any. If the amount of an expenditure is not known, provide an estimate and check the box next to the amount.

Sales Commissions \$0 USD ☐ Estimate

Finders' Fees \$0 USD ☐ Estimate

Clarification of Response (if Necessary):

16. Use of Proceeds

Provide the amount of the gross proceeds of the offering that has been or is proposed to be used for payments to any of the persons required to be named as executive officers, directors or promoters in response to Item 3 above. If the amount is unknown, provide an estimate and check the box next to the amount.

\$0 USD ☐ Estimate

Clarification of Response (if Necessary):

Signature and Submission

Please verify the information you have entered and review the Terms of Submission below before signing and clicking SUBMIT below to file this notice.

Terms of Submission

In submitting this notice, each issuer named above is:

- Notifying the SEC and/or each State in which this notice is filed of the offering of securities described and undertaking to furnish them, upon written request, in the accordance with applicable law, the information furnished to offerees.*
- Irrevocably appointing each of the Secretary of the SEC and, the Securities Administrator or other legally designated officer of the State in which the issuer maintains its principal place of business and any State in which this notice is filed, as its agents for service of process, and agreeing that these persons may accept service on its behalf, of any notice, process or pleading, and further agreeing that such service may be made by registered or certified mail, in any Federal or state action, administrative proceeding, or arbitration brought against the issuer in any place subject to the jurisdiction of the United States, if the action, proceeding or arbitration (a) arises out of any activity in connection with the offering of securities that is the subject of this notice, and (b) is founded, directly or indirectly, upon the provisions of: (i) the Securities Act of 1933, the Securities Exchange Act of 1934, the Trust Indenture Act of 1939, the Investment Company Act of 1940, or the Investment Advisers Act of 1940, or any rule or regulation under any of these statutes, or (ii) the laws of the State in which the issuer maintains its principal place of business or any State in which this notice is filed.
- Certifying that, if the issuer is claiming a Regulation D exemption for the offering, the issuer is not disqualified from relying on Rule 504 or Rule 506 for one of the reasons stated in Rule 504(b)(3) or Rule 506(d).

Each Issuer identified above has read this notice, knows the contents to be true, and has duly caused this notice to be signed on its behalf by the undersigned duly authorized person.

For signature, type in the signer's name or other letters or characters adopted or authorized as the signer's signature.

Issuer	Signature	Name of Signer	Title	Date
Vita Coco Company, Inc.	Martin Roper	Martin Roper	Chief Executive Officer	2026-08-06

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.

* This undertaking does not affect any limits Section 102(a) of the National Securities Markets Improvement Act of 1996 ("NSMIA") [Pub. L. No. 104-290, 110 Stat. 3416 (Oct. 11, 1996)] imposes on the ability of States to require information. As a result, if the securities that are the subject of this Form D are "covered securities" for purposes of NSMIA, whether in all instances or due to the nature of the offering that is the subject of this Form D, States cannot routinely require offering materials under this undertaking or otherwise and can require offering materials only to the extent NSMIA permits them to do so under NSMIA's preservation of their anti-fraud authority.