

144: Filer Information

Filer CIK0001969153

Filer CCCXXXXXXXX

Is this a LIVE or TEST Filing?☒ LIVE ☐ TEST

Submission Contact Information

Name

Phone

E-Mail Address

144: Issuer Information

Name of IssuerVita Coco Company, Inc.

SEC File Number001-40950

Address of Issuer111 5TH AVENUE
2ND FLOOR
NEW YORK
NEW YORK
10003

Phone212-206-0763

Name of Person for Whose Account the Securities are To Be SoldBAKER COREY

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

Officer

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	Fidelity Brokerage Services LLC 900 Salem Street Smithfield RI 02917	2000	119840.00	57082173	03/17/2026	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	03/10/2025 Restricted Stock Vesting	Issuer	☐	2000	03/10/2025 Compensation

* 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
Corey Baker 111 Fifth Avenue Second Floor New York NY 10003	Common	03/13/2026	2000	117720.00
Corey Baker 111 Fifth Avenue Second Floor New York NY 10003	Common	03/16/2026	2000	115960.00

144: Remarks and Signature

Remarks	
Date of Notice	03/17/2026
Date of Plan Adoption or Giving of Instruction, If Relying on Rule 10b5-1	12/12/2025
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/ Louis Kurnick, as a duly authorized representative of Fidelity Brokerage Services LLC, as attorney-in-fact for Corey Baker

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