



# The Vita Coco Company Responsible Marketing Guidelines

Last Updated: March 2025

## I. Purpose and Scope

The Vita Coco Company, Inc. (“Vita Coco” or “Company”) is committed to responsible marketing that upholds authenticity, integrity, transparency, and respect for our consumers. This policy outlines our approach to ethical marketing and applies to all advertising, promotions, sponsorships, digital communications, and packaging across all markets where we operate.

Our products are enjoyed by all ages and can be consumed as part of a balanced lifestyle. We encourage families to make the best choices for themselves, and we support them by providing clear nutritional facts on our beverage products, offering various portion sizes and numerous calorie options, and include more information about our products on our website.

## II. Guiding Principles

### *Transparency & Accuracy*

- Vita Coco works to ensure all marketing materials accurately represent our products and their benefits, avoiding any false, misleading or exaggerated claims.
- Marketing claims are based on credible evidence and comply with applicable laws and regulations.

### *Respect for Our Audiences*

- We create inclusive and respectful content, avoiding stereotypes, discrimination, or content that knowingly could be deemed offensive.
- Our marketing does not promote excessive consumption or unhealthy habits.

### *Protecting Children & Vulnerable Audiences*

- Age-appropriate content: Unless the product being marketed meets *Uniform Nutrition Criteria* set by Children’s Food and Beverage Advertising Initiative ([CFBAI](#)) we do not



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market directly to children under thirteen years old where they are the majority audience, recognizing the role of parents and caregivers in making purchasing decisions.

- School engagement: Marketing in schools is limited to educational programs aligned with our sustainability, social impact or health initiatives.
- We will not use influencers, characters, or celebrities primarily appealing directly to children under thirteen years old in advertising platforms that are targeted to children.

### III. Digital Marketing & Data Privacy

- Vita Coco respects consumer privacy by ensuring that all data collection and targeting practices comply with applicable laws and regulations, and are used responsibly.
- Responsible targeting: Vita Coco will not use data analytics or digital advertisements that are designed to knowingly exploit harmful stereotypes or vulnerable consumer groups, and we avoid deceptive marketing tactics.

### IV. Product Placement & Retail Sales

- Our products are marketed responsibly, ensuring placement and advertising align with our commitment to health and wellbeing, social impact and sustainability.

### V. Environmental, Social, & Governance (ESG)

- Our marketing promotes sustainable consumption, encouraging consumers to make informed and responsible choices.
- We strive to reduce the environmental impact of our marketing materials, including responsible and circular packaging and promotional content.
- We support marketing campaigns that align with our brand's public benefit and mission and strive to work with external partners that reflect these values.

## VI. Compliance, Training, & Accountability

- All marketing activities strive to comply with applicable local and international regulations and industry best practices.
- Our marketing teams receive regular training to ensure adherence to this policy.
- This policy will be shared with our marketing agencies annually.
- We have an internal review process to assess and approve marketing materials before they are released. These reviews are conducted by cross-functional stakeholder groups across marketing, legal, quality, sales and sustainability departments.
- Consumers and employees can report concerns about marketing practices through Marketing Leadership, Vita Coco social media channels, or Consumer Experience teams.

This Responsible Marketing Guideline is designed to comply with all applicable laws and adhere to the requirements of the International Chamber of Commerce Framework for Responsible Food and Beverage Marketing Communications ([ICC Framework](#)).