

Vita Coco launches coconut juice line-up with Piña Colada flavour

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Vita Coco, the leading coconut water brand in the U.S., introduces the newest flavour to its lineup of Coconut Juices: Piña Colada with pulp. Perfectly timed for the sunny season ahead, this flavour delivers that vacation-in-a-bottle feeling, blending juicy pineapple flavours and hydrating coconut water for a refreshingly bold, tropical taste, complete with satisfying coconut pulp.

“We wanted to capture the classic vacation feeling of a Piña Colada, but make it more accessible for everyday enjoyment, no blender or beach required,” said Jane Prior, Chief Marketing Officer of The Vita Coco Company. “With summer just weeks away, Piña Colada Coconut Juice is the perfect addition to the summer traditions, whether you’re enjoying a sweet sip with your favourite summertime dishes, craving something cold and refreshing on a hot day, or looking for a tropical escape without leaving your backyard.”

Since the brand’s beginnings with its Original Coconut Water, Vita Coco has continued to expand its product line with innovative coconut-based beverages, offering consumers new ways to enjoy the natural benefits of coconut. The launch of Piña Colada Coconut Juice with pulp brings even more variety to the lineup, offering a playful and flavorful option that suits a wide range of tastes. Vita Coco Coconut Juice is also available in Original with pulp.