



Green Coco Europe GmbH

Coconut water pioneer with over 15 years of know-how

Nuremberg, 8 February 2018: It's happening next week, the world's biggest leading trade fair for organic food is taking place from 14-17 February, 2018, in Nuremberg – the company headquarters of Green Coco Europe. You will find the coconut water pioneer in hall 9 on stand 9-226. As the short company profile shows, the company identifies closely with BioFach – the most important meeting place for organic trade decision makers.

In 2002, Stefan Reiss – at that time still in his role as a consultant and well before the company was founded – together with native Brazilian Dr Antonio Martins, starts the coconut water project. They travel to Brazil in search of suitable organic plantations, with the aim of exporting the first organic-quality coconut juice from young coconuts, which are especially nutritious and rich in minerals. In 2004 they present the first products from premium brand Dr Antonio Martins at BioFach. The interest is huge and from then on it is clear: this is a distinct category with great potential. A long learning and development process begins and Stefan Reiss develops more coconut water variations with Dr. Antonio Martins, which they successfully present again at BioFach in 2005. After further professionalisation and structuring, in 2008 the time has come: Green Coco Europe GmbH, based in Nuremberg, is established.

2018 – 10 years later: Numerous beverage companies have jumped on the bandwagon and the coconut juice category is the fastest growing in the fruit juice sector. According to a recent market study by Arizton (February 2018), the coconut water market is expected to grow by 24.95 % per year from the current 2.193 to 8.346 billion euros in 2023. Green Coco Europe GmbH, with its premium organic brand Dr. Antonio Martins and aqua verde, is now the European leader in the category for organic coconut juice and coconut water. And not without reason: since the beginning Green Coco has successfully relied on long and sustainable partnerships, including in Sri Lanka and the Philippines, and is not only constantly developing its own brands, but also provides its know-how in the field of private labelling – with one crucial advantage: bottling takes place in Germany. Transporting raw materials from the coconut-growing countries not only ensures lower CO2 emissions, but bottling in Germany also enables highly controlled quality standards as well as great flexibility, meaning the finished product can be bottled within ten days. Prestigious partners such as REWE benefit from this, as the Nuremberg pioneer for coconut water has been supplying the supermarket chain for several years, most recently with *Rewe Organic Coconut Water*.

Do you have any questions, require images, or want to write a company profile?

Please contact us:

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