



Green Coco Europe GmbH – company profile

Coconut water pioneer with a quarter of a century of expertise

Green Coco Europe GmbH, headquartered in Nuremberg, stands for organic and premium quality coconut juice. With its authentic founding story centred around Brazilian founder, paediatrician and namesake of the premium brand Dr. Antonio Martins, the company has stood for the highest quality coconut juice since its inception. Since 2019, it has also been officially certified for fair trade.

The beginnings

In 2002, Stefan Reiß – then still in his role as a consultant and long before founding the company – launched the coconut juice project together with Brazilian-born paediatrician and sports physician Dr Antonio Martins. They travelled to Brazil in search of suitable organic plantations with the aim of being the first to export **organic coconut** juice from **young coconuts**, which are particularly rich in nutrients and minerals, to Europe.

"My name is on the bottle – so it has to be honest, clean and natural."

Dr. Antonio Martins

In 2004, they presented the first products from the premium brand Dr. Antonio Martins at BioFach. Their first trade fair appearance was adventurous and full of improvisation: frozen coconut water was picked up at the airport, temporarily stored in supermarket cold stores and served in small cups at BioFach – the first genuine organic coconut water in Europe.

Interest was high, and by then at the latest, it was clear that a new category with great potential was emerging. A long process of learning and development began, and Stefan Reiss worked with Dr Antonio Martins to develop further coconut water varieties, which they successfully presented again at BioFach in

2005. After further professionalisation and restructuring of the company, the time had come in 2008: Green Coco Europe GmbH, based in Nuremberg, was founded.

2026 – 18 years later: Numerous beverage companies have jumped on the bandwagon, and coconut juice is the fastest-growing category in the fruit juice sector. According to current market data, the European market for coconut and other plant-based waters continues to develop positively: from around 0.4 billion euros in 2023, annual growth of around 2.5 per cent is expected for the period 2023 to 2028. With its premium organic brands Dr. Antonio Martins and aqua verde, Green Coco Europe GmbH is the European category leader for organic coconut juice and coconut water.

And not without reason...

Long-standing and sustainable partnerships in Sri Lanka Coconut water now with the official FAIRTRADE seal



re. CEO Stefan Reiss on site in Sri Lanka

Since its inception, Green Coco has successfully relied on long-term, sustainable partnerships, including in Sri Lanka. The young coconuts for the premium product brand grow here in small, manageable units – in certified organic coconut

gardens. The coconuts for the coconut water from green, riper nuts are also harvested in Sri Lanka and are organic – but from slightly larger plantations. In order to set an example for good working conditions, fair wages and good healthcare for workers and their families, coconut water from green, ripe coconuts has been officially FAIRTRADE certified since January 2019.

“I believe that naturalness is not a trend, but rather the future. And that good ideas – just like coconut water – always find their way.”

Dr. Antonio Martins

The coconut water specialist not only continuously develops its own brands, but also makes its expertise in private labelling available – with one decisive advantage: bottling takes place in Germany. Transporting raw materials from coconut-producing countries not only guarantees lower CO2 emissions, but bottling in Germany also enables high controlled quality standards and great flexibility: the finished product can be refilled within ten days. This benefits well-known partners, as the Nuremberg-based coconut water pioneer has been supplying supermarket chains for several years, most recently with their coconut water.

Green Coco Europe GmbH is IFS Broker certified and a member of the SGF/IRMA protection association, the Association of the German Fruit Juice Industry (VdF) and the global association IFU (International Fruit and Vegetable Juice Association). The company is based in Nuremberg city centre and currently employs nine people.

Do you have any questions, require image material or would like to profile the company? Then please contact:

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