

Coconut Cult for Meal Service Kits



Coconut Cult

Coconut cult is plant based, vegan, fermented coconut yogurt that acts as the perfect home for 16 probiotic strains.

Coconut Cult is the 5th ranked brand in Plant Based Yogurt.

Coconut Cult's popularity is growing, with availability at 1000+ stores nationwide.

1000+

Stores

16

Strains

5th

Ranked





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Background

The coconut cult was founded by Noah Simon-Waddel after making home made yogurt to heal his chronic gut inflammatory issues. Coconut cult contains a custom blend of probiotics to target gut health and makes use coconut meat, coconut cream, coconut water in its ingredients. Each serving of coconut cult contains 50 billion CFUs (Colony Forming Units.) CFU is the number of live bacteria in serving. Higher CFUs mean bacteria survives at a higher rate as it travels to the gut. Each jar of Coconut Cult is free from refined sugars, fillers, binders, or preservatives

Probiotic Interest and Market

The global market for probiotics reached a value of about 58 billion U.S. dollars in 2022, and is forecast to reach to over 85 billion dollars by 2027.

22% of United States respondents believed Improving gut health would be a major health trend in 2025.

32% of consumers age 18-34 hold an interest in probiotics.

Meal Kits

The meal kit market is not slowing down. In 2017 the market was at 4.34billion, in 2025 it was at 14.14billion, projected to reach 16.97billion by 2030.

Meal Service Kits have become a staple in many households. 44% of millennials in the United States use meal kits. 36% of Generation Z use meal kits.

Plant Based



The Plant-Based meal kit is on a steady positive incline. It is predicted to grow at a compound annual growth rate of roughly 20.50% between 2024 and 2032.

The value of the plant-based food market has grown from 29.4billion in 2020 to 77.8billion in 2025. Plant based snacks saw a 20% increase in dollar sales from 2022 to 2023.

Among Millennials and Generation Z plant-based eating is becoming increasingly popular, with increased consciousness of their food choices.



Generation Z has the highest rate of vegetarians. 37% of Generation Z in the United States prioritize sustainable, ethical consumption in their meals.

U.S. Department of Health and Human Services. and U.S. Department of Agriculture released the Dietary Guidelines for Americans, (2025–2030) focusing on “Real Food” prepared with few ingredients and eliminating added sugars, artificial flavors and preservatives

Coconut Cult uses small-batch production using vegan ingredients and and insists on glass jars. Core flavors all have USDA Organic Certification.



Collaboration

Ready-to-cook meals

Along with the ingredients that come in these meal packs a yogurt with the flavor of your choice will be delivered. There will be a separate recipe card with a recipe that incorporates Coconut Cult yogurt.

Semi-prepared Meal Kits

Coconut Cult yogurt will be an option to add at the end of checkout. It will come as a sample pack of core flavors, if the customer likes it they can use a code to get 15% off their next addition.

Prepared Meal Kits

Coconut Cult yogurt is the perfect add on to prepared meals. A pop in the oven or microwave for the meal and Coconut Cult yogurt for a dessert or snack.



Reviews

Coconut Cult has a great reputation in online purchases. Customers have a positive experience with shipping.

“Love all of the Coconut Cult flavors. Love the ease of having the products shipped to my home”

“Shipped in a reasonable amount of time. Packaging was awesome. Item was kept cold -no issues-overall good experience”

General Reviews

“I hate to get too preachy- people can figure it out themselves. It is absolutely the best food addition I've made to my clean diet”

“I don't usually write reviews for yogurt but I just wanted to pop on here and thank you guys for what you are doing. This is by far the best, most clean and real tasting coconut yogurt I've ever had.”
Immediate fan.





presents



Advertisement

Coconut Cult hosted a 10 day free pop up convention on Lafayette street in New York in collaboration with other brands. Coconut Cult had daily lines around the block to try 48 food and beverage brands. Fans created their very own Coconut Cult yogurt bowls with ingredients from collaborators and help from lab baristas. 50% of the 10,000 attendees posted about their individual experiences on social media.

Collab Lab 2

The next Collab Lab can host Meal Kit vendors and serve samples of the kits with Coconut Cult as an add on. There can be a breakfast option at the beginning of the day including limited edition flavors and granola add ons from the meal kit.

Grab a Spoon

