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Now coconut water has been liberated from its natural container and packaged for sale in the rest of the world.

America's been quaffing it since 2004 Britain has come late to the party but here, marketed with crushing inevitability as a celebrity-endorsed natural sports drink, sales are growing fast: Vita Coco, which accounts for more than 9 of every 10 servings sold in the UK, is reporting sales up 122% year on year. The Brazilians have been drinking it for years So have people in India, south east Asia, the Caribbean and anywhere else that the coconut palm grows.

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