

Me & the Bees Lemonade | Introduction





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Total Lemonade market in 2021 is \$5.8 Billion

Me & the Bees Top 10 lemonade company in US

Me & the Bees the Fastest Growing lemonade company in US

Lemonade market is growing at 6.8% year over year

Health benefits driving growth – lower sugar, natural, vitamin...

Consumers are looking for lower calorie natural drinks

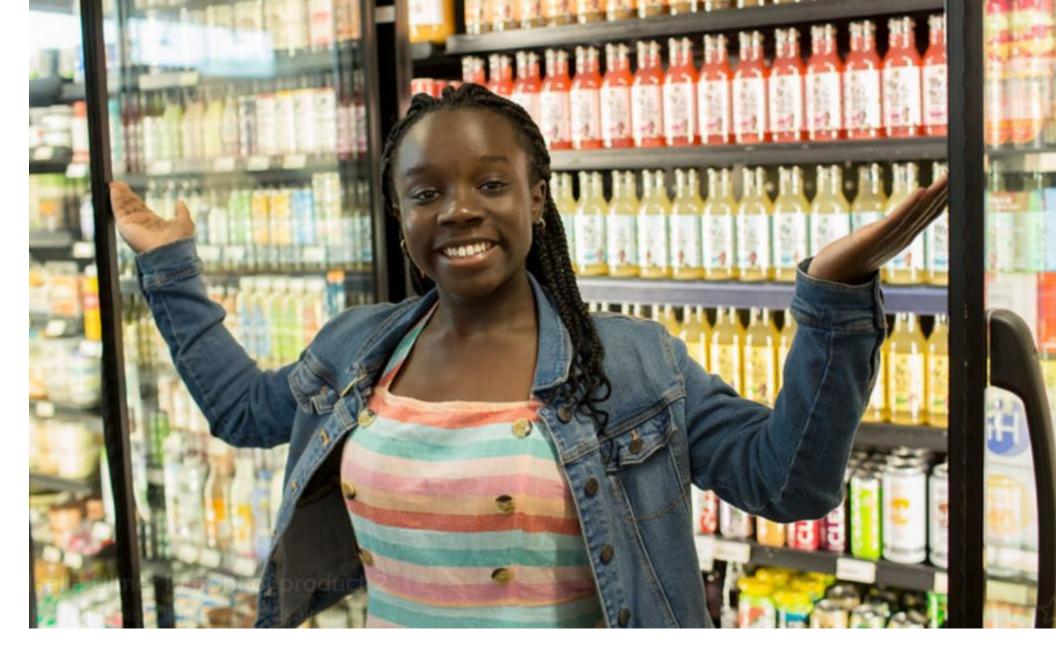
Key Growth Trends

Me & the Bees drives market penetration focusing on key consumer groups.



Three important factors that will continue to drive growth in the non-alcoholic beverage category.

- An increased focus on "Health and Wellness" has already shaped general consumption habits across food and beverage categories; this focus will continue to have a significant impact.
- The "Smart Consumer" demands increased transparency and simplicity in ingredients. Brands also providing a great tasting and functional product have a tremendous opportunity to take market share from larger brands and gain consumer loyalty.
- "Millennial Consumers" Love a good story and want to be a part of it. As the single largest consumption generation to come of age in the US, Millennials will deeply affect growth trends in all segments of the industry. Millennials demand better-for-you, authentic, hand-crafted products and will continue to drive a significant shift in consumption patterns.









Mission-based from the Start



Mikaila created a honeysweetened lemonade with Great Granny Helen's recipe

and sold at two entrepreneurship contests for children.

...as seen on Shark Tank!

Mikaila lands an investment deal from Daymond John.





Bee stings to social good...

Healthy Hive Foundation is created to help save even MORE bees!

"Catching the Buzz: A Young C.E.O. on Her Lemonade Business, Which Was Inspired by Bees"





2009

2010

2011

2012

2013

2014

2015

2017

2018

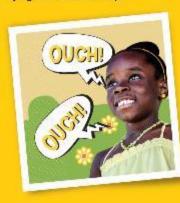
2019

2020

2021

Yow! Ow! Ouch! Wow!

Mikaila is stung by a bee. Twice. In one week. Mikaila does some research and learns the bees are dying and need our help!





Two words: Whole Foods!

One big break served up fresh from Whole Foods Market.

Mikaila makes a few friends along the way!

2016



Celebrating 10 years of dreaming & bee-lieving!



Simply Better & Better for You

We use straightforward, simple ingredients to create a functional, flavorful beverage.



Better On Many Levels

NO ARTIFICIAL FLAVORS OR COLORS

Honey

Flavonoids, a known Cancer Fighter **70** CALORIES

18GRAMS SUGAR

Flaxseed

Omega-3 Fatty Acids Heart Health, Cancer Fighter NO HIGH FRUCTOSE CORN SYRUP

What We Use & Why



Sour and sweet, this lemonade is complete!

This **Classic** lemonade is the one your mom used to make when you were little. It's the perfect combination of sweet and tart!



Sweet and tart lemonade with a kick of spicy ginger.

Ginger with lemons are know to help cleanse and protect the immune and digestive systems.



An unbeatable combination of lemonade and black cherry.

Black Cherry is well known for its high vitamin and antioxidant components.



A cheerful and brilliant blend of lemonade with **prickly pear** cactus fruit.

Prickly Pear is known for its antiviral and anti-inflammatory properties.



Remember the goodness of Grandma's lemonade? Well, this is it, just with a twist: mint.

Mint is known as a cooling, calming and healing herb.



Bottled Goodness in Every Sip



- Five Fun & Functional Flavors
- Buy a Bottle...Save a Bee
- Low Sugar, Calories and Carbs
- 100% sustainable
- Certified minority owned & operated
- #1 growth lemonade in its category

Competition

As the only family-owned lemonade in the orchard, Me & the Bees Lemonade resonates in the natural space



	Me & the Bees Lemonade*	Hubert's Lemonade	Honest Lemonade	Simply Lemonade	Sweet Leaf Lemonade	Santa Cruz Lemonade	Snapple Lemonade	Bai' Lemonade
Family-owned	✓		! ! ! !			! ! ! !	! ! ! !	t 1 1 1 1
Less than 18g sugar/serving	✓	✓	✓		✓	 	 	✓
Less than 70 calories/serving	s 🗸	✓	✓		✓	 	 	✓
Sweetened with honey	✓		 		 	 	 	
Functional ingredients: (flaxseed, honey, monk fruit)	✓		 			 	 	✓
Sustainable mission	✓		✓			 	✓	✓

*Non-GMO sugar

Product Offerings

Bee Sweet and Bee Profitable



Through education, research and protection, the Healthy Hive Foundation is dedicated to increasing bee awareness and the number of safe environments for bees to survive and thrive.





Portion of profit go to organizations working hard to save the honeybees

- Healthy Hive Foundation
- Heifer International
- National Beekeepers
 Association
- San Francisco State University
- Detroit Hives
- Sustainable Food Center –
 Austin
- National Park Foundation
- "Buy a Bottle Save a Bee"





Without bees, our food supply will collapse.

One in three bites of food comes from a bee pollinated plant.









Market Traction

Dominating store sales:



sku/store/week

cold box

bottles

- Current distribution with large national distributors: UNFI, KeHE, and DPI
- Direct shipment with several key retailers
- 5300+ stores throughout the US
- Concentrated in Northeast, Mid-Atlantic, Southwest, Southeast and Florida
- Year on year growth 85% 105%













































LEMONADE BRAND

RANK & PERFORMANCE | NATURAL CHANNEL



- Me & the Bees ranked #3 is the fastest growing top lemonade brand in the category, with triple-digit growth driven largely by velocity gains (indicating growing consumer demand).
- Me & the Bees is one of the most productive top brands in the category.
- Double digit growth on all metrics in both Natural and Conventional indicates strong brand momentum

LEMONADE BRAND RANK | NATURAL CHANNEL | 12WKS

Rank	Brand Ranking	Dollars	\$% Chg VYA	Dollar Share	Units	U % Chg VYA	Max ACV	TDP % Chg VYA	\$/s/W	\$/S/W % Chg VYA	U/s/W	U/S/W % Chg VYA
1	SANTA CRUZ ORGANIC	\$1,256,489	20.4%	73.3%	560,878	23.4%	79	29.1%	\$12.42	-8.5%	5.5	-6.2%
2	HONEST KIDS	\$134,700	31.4%	7.9%	31,408	35.4%	75	2.8%	\$8.58	19.9%	2.0	23.5%
3	ME & THE BEES	\$119,536	174.8%	7.0%	45,425	175.2%	13	61.9%	\$10.32	111.4%	3.9	111.7%
4	BIG ISLAND ORGANICS	\$66,978	37.7%	3.9%	20,600	34.8%	15	2.4%	\$10.19	32.4%	3.1	29.6%
5	OBERWEIS	\$24,043	13.2%	1.4%	9,875	14.6%	5	0.0%	\$21.32	3.2%	8.8	4.5%
6	HUBERTS LEMONADE	\$22,148	-97.2%	1.3%	10,624	-97.5%	12	-91.0%	\$1.95	-75.9%	0.9	-78.5%
7	LEMONCOCCO	\$20,293	-11.0%	1.2%	8,283	-20.9%	11	- 24.7 %	\$7.34	32.0%	3.0	17.3%
8	OCEAN SPRAY	\$14,995	-22.4%	0.9%	4,250	-18.2%	7	8.8%	\$7.83	-29.1%	2.2	-25.2%
9	LORIS ORIGINAL LEMONADE	\$12,202	172.5%	0.7%	3,713	148.1%	2	37.9%	\$15.93	77.1%	4.8	61.3%
10	HONEST LEMONADE	\$11,284	-76.7%	0.7%	3,955	-79.7%	10	-35.1%	\$3.66	-49.3%	1.3	-55.9%
11	CALYPSO	\$8,020	-11.8%	0.5%	4,378	-5.4%	3	-73.0%	\$10.09	178.5%	5.5	198.6%
12	JOE TEA	\$7,627	1953.5%	0.4%	2,965	2173.7%	2	925.0%	\$7.97	89.2%	3.1	109.5%
13	SWOON	\$5,192		0.3%	2,530		5		\$4.64		2.3	
14	WILD HARVEST	\$3,251	35.6%	0.2%	768	27.9%	5	20.5%	\$4.84	15.5%	1.1	9.0%
15	CAPRI SUN ORGANIC	\$1,532	66.3%	0.1%	275	60.9%	2	-8.7%	\$5.54	77.6%	1.0	71.8%





Jay Haigler Strategic Advisor

National Press Coverage



buzz:tv

















Forbes















M NBC NEWS











SBNATION



ESSENCE











HUFFPOST





































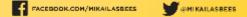


join me on my mission. become a beeliever.



Bee End











Is it gluten free?

Yes

· How much sugar does it contain?

- Mint 33 grams/bottle
- Ginger 35 grams/bottle
- Prickly Pear 26 grams/bottle
- Classic 28 grams/bottle
- Black Cherry 28 grams/bottle

What are the ingredients?

• Lemon juice, water, flaxseed, honey, cane sugar, monk fruit and each individual natural ingredients (mint, ginger, Black cherry, prickly pear)

Is it Kosner?

Currently our product is not certified Kosher. We are currently exploring obtaining Kosher certification.

Is it vegan?

Not necessarily, honey comes from bees and is vital to beehive function.

Is the honey used GMO free?

- Honey bees are not genetically modified.
- Honey is produced from the nectar of plants, and is not exposed to artificial manipulation in a laboratory.
- Pollen grains are the only component of honey in which genetically modified proteins might be found.

Does it contain caffeine?

Yes, all flavors are caffeine free

What are the benefits of flaxseed?

• Flaxseed is a source of omega-3 fatty acids and antioxidants; modern research has found evidence to suggest that flaxseed can also help lower the risk of diabetes, cancer, and heart disease.

Where does your honey come from?

• We use pure, U.S.A. Grade Honey.



- What is a prickly pear?
 - A colorful, sweet fruit found on the leaf of a cactus that can be found throughout Mexico and in the Caribbean islands.
- Can I buy your product online?
 - Yes, you can purchase merchandise and our products through our website and have it shipped within the US www.meandthebees.com
- Can I have your product shipped internationally?
 - At this time, we only ship to the USA.
- · Do I need to refrigerate my lemonade?
 - Refrigerate after opening. A unopened bottle of lemonade can be stored on the shelf, however, our product is best served chilled. Check out our website for fun ideas on how to use the lemonade in recipes, including popsicles, cakes and warm drinks.
- Is your product pasteurized?
 - Yes
- How does Me & The Bees help the Bees?
 - We donate a percentage of the profits from the sale of the lemonade to organizations fighting to save the bees
- How does Me & the Bees price compare to other lemonade brands?
 - Me & The Bees Lemonade is packaged in 100% sustainable glass bottle with a clean label and premium ingredients (100% lemon juice, honey, and flasseed) and yet we are still competitively priced against other lemonade brands in the natural retailer space.
- Why did you change from BeeSweet Lemonade?
 - Beesweet lemonade was the name Mikaila thought up when she started her dream at just four years old. She's grown a lot since then and continues to have big dreams! The brand wanted to grow beyond lemonade and the new name allowed us to launch into new categories.
- What stores are you currently in?
 - 5300+ stores in 50 states: See slide 14.
- What are your social media pages?
 - Facebook https://www.facebook.com/MikailasBees/
 - Instagram @Mikailasbees
 - Youtube https://www.youtube.com/user/beesweetlemonade





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