



Me & the Bees Lemonade | Introduction





Table of Contents

- The Industry
- The Story
- Product Overview
- The Mission
- The Hive



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

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 honey-sweetened 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"

The New York Times



2009

2010

2011

2012

2013

2014

2015

2016

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!



Celebrating 10 years of dreaming & bee-lieving!

10 YEARS
OF
dreaming
LIKE A **kid**

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

18
GRAMS 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 known 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

	Me & the Bees Lemonade*	Hubert's Lemonade	Honest Lemonade	Simply Lemonade	Sweet Leaf Lemonade	Santa Cruz Lemonade	Snapple Lemonade	Bai Lemonade
Family-owned	✓							
Less than 18g sugar/serving	✓	✓	✓		✓			✓
Less than 70 calories/serving	✓	✓	✓		✓			✓
Sweetened with honey	✓							
Functional ingredients: (flaxseed, honey, monk fruit)	✓							✓
Sustainable mission	✓		✓				✓	✓

*Non-GMO sugar

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.



|

Beekeepers in the United States
lost 40% of their hives in the
past year alone.





Market Traction

Dominating store sales:

43

bottles

sku/store/week
cold box

- 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%

WORLD MARKET
COST PLUS



giant eagle

ROYAL BLUE
GROCERY

Publix
MAY 21

getir

NEW ORLEANS
FOOD
CO-OP

W
HOTELS

CAFÉ
SELECT TARGET CAFÉS

WHOLE
FOODS
MARKET

H-E-B

THE
FRESH
MARKET

COSTCO
WHOLESALE
HOUSTON

HARMONS
NEIGHBORHOOD GROCER

Microsoft

Walmart **com**



goPuff

NATURAL
GROCERS

HYATT

Ralphs



- 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%

Theo Ulmer
Chief Operating Bee



Honey
Office Mascot

Shana Jones
Executive Assistant



Kate Lowery
PR & Comm.
Strategist



Joseph Stallone
Legal



Yolanda Owens
HR



Tom Izzo
VP, Business Dev



Jay Haigler
Strategic Advisor



Mikaila Ulmer
Founder & CEO



Shon Whigham
Director of Operations



Devon Ponds
Chief Financial Officer



D'Andra Ulmer
Chief Marketing Bee



National Press Coverage

buzz : tv



SHARK TANK



HISTORY



20/20



abc NEWS



THE REAL



CBS NEWS



USA TODAY



we are Austin



abc WORLD NEWS TONIGHT DAVID MUIR



kxan



FOX 7 AUSTIN



HUFF POST LIVE

buzz : print



teenVOGUE



Forbes



EBONY



NBC NEWS



SB NATION



ESSENCE



HUFFPOST



food 52



Mashable



ESPN



O THE OPRAH MAGAZINE



TODAY

Bee-lieve



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 Kosher?**
 - 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 flaxseed) 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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OPENING DOORS. CLOSING DEALS.

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