

Lemonade Means
MORE GROWTH

Lemonade continues to outpace other beverage categories, with double-digit growth.

Lemonade Means
MORE REVENUE

Lemonade doesn't "fill up" customers as quickly as carbonated soft drinks, allowing your customers to order more menu items generating incremental revenue for your business.

Harvest Squeeze®



by MULTI-FLOW • Est 1937

Lemonade

Lemonade Means
MORE CUSTOMERS

Lemonade has one of the widest reaches of all beverages, with the "average consumer age" ranging from toddlers to seniors.

Lemonade Means
MORE VOLUME

Lemonade drinkers consume more ounces per serving than the average soft drink consumer.

IT'S ABOUT BEING *Real!*

Why
HARVEST SQUEEZE®?

REAL Lemon Juice

Harvest Squeeze Lemonade Contains 5% Real Lemon Juice

Lemon juice is rich in vitamins and minerals like Vitamin C and calcium and offers the taste and tartness of fresh squeezed lemonade.

REAL Calorie Reduction

Harvest Squeeze Lemonade Has 25% Less Calories than a Typical Lemonade!

Our recipe uses a blend of real sugar and crystalline fructose, which doesn't contain the glucose found in high fructose corn syrup. The result is a reduced-calorie beverage that tastes sweet and delicious.

REAL Sugar

Harvest Squeeze Lemonade Is Made With Real Sugar!

Along with a clean and natural taste, Real Sugar has a strong consumer appeal versus drinks made with high fructose corn syrup.

Alex's Lemonade Stand



FOUNDATION FOR CHILDHOOD CANCER

TM

REAL
Support



HARVEST SQUEEZE® SUPPORTS ALEX'S LEMONADE STAND FOUNDATION

A portion of the profits from our sales are used to support the ALSF in their efforts to support pediatric cancer research.

“When life gives you lemons... make lemonade”

Alex's Lemonade Stand Foundation (ALSF) for Childhood Cancer is committed to finding a cure for all children with cancer. The foundation operates under the principle introduced by its founder Alexandra “Alex” Scott – “when life hands you lemons, make lemonade.”

Alex's Lemonade Stand Foundation first began in 2000, when a then 4-year-old cancer patient named Alex voiced a simple wish — she wanted to hold a lemonade stand to raise money to help find a cure for all kids with cancer. Alex held her very first lemonade stand on her family's front lawn in July of that same year. For the next four years, despite her deteriorating health, Alex held an annual lemonade stand to raise money for childhood cancer research. In the early months of 2004, Alex set what to some seemed like an unreachable goal — Alex wanted to raise \$1 million.



Though her health was failing, Alex was determined to reach her goal and said — “if people all around the country hold lemonade stands and send in their money, I think I can do it.” Alex was right, and during the weekend of her last lemonade stand, thousands of volunteers across the country held lemonade stands, propelling Alex and her cause to reach \$1 million. Shortly following, Alex ultimately lost her life to childhood cancer, but her legacy of hope continues to live on through volunteers of all ages.

Since Alex held her first front yard lemonade stand, ALSF has raised over \$100 million. The money raised has been utilized to fund over 125 cutting-edge research projects, create a travel program to assist families who need to travel for treatment, and develop educational resources to help everyone touched by childhood cancer.

Alex's Lemonade Stand

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IT'S ABOUT BEING *Real!*