Storytelling & Brand Equity: When Life Gives You Lemons

Mikaila Ulmer
Me & The Bees
Lemonade
thank you!

@mikailasbees  Instagram  Twitter  Facebook  Pinterest  YouTube  LinkedIn  #lovehoneybees  #useyourlemon
N2331 Hot Products Pavilion

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When Life Gives You Lemons
Without bees, our food supply will collapse.

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

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80% of California crops are dependent on bees

The almond crop is entirely dependent on bee pollination. Without bees, there would be no almonds.

More than 80% of the world's almonds are produced in California.

Beekeepers in America reported that 42% of their colonies died last year, this on top of a 30% reduction the year prior.
Thank our pollinators!
bottled goodness

- Sweetened with Honey
- Five simple ingredients
- Four functional flavors
- “Clean Label”
- Providing a healthier beverage alternative
- 12% juice per bottle
- No High Fructose Corn Syrup
- We encourage everyone to…
  “Buy a bottle save a bee”

@mikailasbees  #lovemybees #useyourlemon
Order from these unfi warehouses!

- Rocklin
- Gilroy
- Moreno
- Aurora
- Lancaster
- Atlanta
- Sarasota
- Racine
- York
- Hudson
- Chesterfield

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Lesson 1: Ask for help

There’s always help back at the hive
Lesson 2: Tell a great story

“It’s not the product you sell but the story you tell.”

—Team One USA

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turn a lemon into a lemonade
When Life Gives You Lemons

Snap  Share  #use your lemon
Lesson #3 Have fun
10% of profit go to organizations working hard to save the honeybees

- Healthy Hive Foundation
- Heifer International
- National Beekeepers Association
- Texas Beekeepers Associations
- Sustainable Food Center – Austin
- National Park Foundation

“Buy a Bottle Save a Bee”

You can Bee Sweet and Bee Profitable