



The industry leader of quality
lemonade concession equipment.

Lemonade Business Start-up Guide

***Please note that some of the videos feature older equipment models – the information still applies to our latest equipment.**

Introduction

Before we get started let me tell you that everything in this guide is from my personal experiences. This guide is intended for you to get started and be successful with the least amount of mistakes and money. “It’s not what you gross, but what you net that is important!” Most of the suggestions in this guide are what have worked for me. I’ve probably tried hundreds of other things that for some unforeseen reason didn’t work as well as the suggestions I offer in this guide. If I went through and told you everything I’ve tried this guide would probably become a novel. So, keep in mind while reading this start-up guide “this is what works best for me.”

The biggest thing I have learned in the concession business is that you have to “get out of that trailer and under a tent and you will make more money!” Who would have ever thought that, huh? For some reason people like to be able to walk up to you more than looking into a small window of a trailer. You may need a small utility trailer to tow your coolers. I guess you could pile everything into a pickup truck or SUV, but the coolers are large and take up a lot of space. Ok.... Let’s get started!

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Disclaimer

Preshow Checklist

Chapter 1

Our Story

If you have purchased our lemon smasher, congratulations! Let me start by saying that you may have just taken the first step into a business so profitable and fun that your outlook on how to make money may never be the same. I sure hope so! The hardest thing to get across to most people is how easy this business really is. Would you have ever thought that later in life you would be running a lemonade stand? Most people think they need to spend thousands of dollars on a large concession trailer with very expensive equipment to really make money. That is so far from the truth! Hopefully, we have written a start-up guide that will help you take your new lemon smasher and go out and make more money faster than anything you've ever done before.

Let me start by telling you our story. When I was just a small child.... Just kidding! We don't have to go back that far. Seriously, several years ago I took my family to a fall festival. It was your typical pumpkin patch festival. I noticed one food vendor was selling roasted corn. He had a line of about thirty people paying \$3.00 for an ear of corn. I sat there and watched this guy make more "CASH" money faster than I had ever seen anyone make money. He was making it as fast as he could count it! When I got home I started doing research about corn roasting machines. It was going to cost me about \$5000 to \$8000 to get started. Luckily, I spoke with a guy in Florida that had been in the business. He told me some things about the corn roasting business that never occurred to me. He said the business wasn't good most of the time because you never know how much product to buy and you lose what you don't sale. That made sense. That statement also applies to a lot of different vending businesses.

I decided to get into the Kettle Corn Business. It looked like a profitable business. Very low product cost and low start up cost (I thought). I bought a kettle for about \$2500, built a \$5000 concession trailer and bought about another \$500 in equipment. We started doing shows. I quickly realized there wasn't much money in what I was doing. It was fun in the beginning but then it got very discouraging! I saw some different type vendors making money but they had invested so much that it would take forever to get their money back. I mean, I had invested about \$8000 but some vendors had invested \$30,000. It would take a lot of funnel cakes to pay that back. Not to mention the three helpers they had pay after each show.

Like I said before, I was very discouraged! I had spent a lot of money and hard work just to realize it wasn't profitable. I had to come up with something that made money. Heck, I had \$8000 invested. Like every other vendor we sold ice cold drinks. It wasn't worth the trouble to me. Spend money on ice and tote these soft drinks from show to show. It seemed like every show some politician or church group would show up to give away free water. We decided to start selling lemonade. Our lemonade was nothing special. It was just Country Time over ice. We noticed that it sold very well! Actually, it probably outsold the kettle corn. So, I bought a little cheap lemon juicer and we started selling fresh squeezed lemonade. It was basically the same recipe but with a wedge of lemon squeezed into the cup. Sales got

even better! So, I decided to build my first pneumatic lemon smasher. That is when I realized I had finally found what I had been searching for in the food vending business!!

Let me step back for just a second. The most money we had ever made selling kettle corn and Country Time was about \$450.00 in a single show. The first show we did with our new pneumatic lemon smasher we sold over \$1800.00. That is a true story! We were so excited! I knew there was money out there before, I just didn't know how to get it. The next show we did \$2500. I was blown away! Needless to say we are not in the kettle corn business anymore. Like I said before, the hardest part about the lemonade business is convincing people how much money there is to be made. Now when I do a show if I don't make over a thousand dollars I'm disappointed. That's crazy, huh?

Your new lemon smasher isn't going to make you money just sitting on the table. With this start-up guide I hope to show you everything you will need to purchase and where to get it, how to deal with the health department, the proven and profitable recipes we use, the type of shows to target, how to maintain a quality product and anything else I can think of that may help you be successful!

If you don't make money with this new product than it's probably because you don't want to, so read this short start-up guide and get out there and make more money than you ever thought was possible! It's going to be fun!