



THE "M PERSON" WAY



... "TO GO" WAY

WHAT IS IT? - Create a pre-packaged lemonade kit with individually wrapped items such as water bottles, lemonade packets, other special ingredients and your recipe. Sell the kit to your customers in person at a stand, via drive through or you could even take pre-orders and personally deliver the kit door to door. Your customers can then take your ingredients and make your lemonade recipe at home.

HOW DO YOU DO IT? - Follow the steps to set up your to go lemonade business! If you plan on setting up a stand to serve your to go lemonade, make sure to follow the steps in the Lemonade Day curriculum.

STEP 1: Decide on your distribution method

- You can sell your lemonade kits in person at a stand that you set up
- You could also sell your kits in a drive thru
- You can go door to door selling your kits to neighbors, friends and family
- You might also consider taking pre-orders and delivering lemonade to your customers' doorstep.
 - **NOTE:** You can make it contactless by accepting digital payment and leaving the lemonade kit on the doorstep.

STEP 2: Get the word out!

- Make sure that friends, family and neighbors know about your lemonade business!
- Consider using social media to spread the word.
- You might also consider creating a [flyer](#) that you can send via email or mail or you can even put them around your neighborhood.
- When you advertise be sure to include
 - Your location (if applicable)

- The date and time you will be selling your lemonade
- Details about your lemonade kit
- Pre-sale instructions for how to buy your lemonade kit ahead of time (if applicable)

STEP 3: Shop for supplies!

- Consider adding a few extra supplies to your shopping list this year. Here's a list of things you might consider:
 - Plastic gloves (for preparing your lemonade kits and handing them to your customers)
 - Masks (to wear when preparing your lemonade kits and if you're selling them in person or delivering door to door)
 - Hand sanitizer (for you as you serve your customers)
 - Cleaning spray or wipes to clean your stand (if applicable)
 - Bottled water (since you're packaging your lemonade ingredients, you might want to provide customers with a bottle of water to use when making the lemonade)
 - Bags to package all of your ingredients in
 - Paper wrapped straws
 - Tray (serve your lemonade kits to your customers on a tray for contactless delivery)
 - **NOTE:** Be sure to check your local Lemonade Day website for any specific guidelines or regulations from your local health department.

STEP 4: Make your stand (if applicable) and lemonade kits!

- The good news is, since you're creating convenient pre-packaged lemonade kits, you don't need to have a fancy stand. If you're going to have customers purchase from you in person, you can save money by using a folding table or a wagon as your stand.
 - **NOTE:** You don't have to have a fancy stand, but be sure to advertise your product so customers know what you're selling.
- The other good news is, you don't actually have to make lemonade, you just have to put all of the necessary ingredients into an easy to grab, to go container for your customers to purchase and take with them.
- You still want to make sure that your lemonade kits are created in a safe and healthy way!
 - Now more than ever, you want to be sure that your lemonade kits are made in a clean, sanitary environment.
 - You might consider wearing gloves and a mask when preparing your lemonade kits.
 - Keep your kitchen tools and workstation sanitized.

- Once your lemonade kits are made, be sure to store them in a clean, cool place until they are sold to your customers.

STEP 5: Sell your lemonade!

- It's time to sell your lemonade kits!
- Make sure you have plenty of lemonade kits to serve all your potential customers.
- Remember to have fun and also be clean and healthy for the safety of yourself and your customers.
 - Depending on your distribution, keep these things in mind when serving customers in person, via drive thru or door to door:
 - Keep a safe distance from customers and cars
 - Wear a mask and gloves (switch out gloves between your customers)
 - Serve your lemonade kits to customers on a tray to keep it contactless or place in on their doorstep if they have pre-ordered
 - Accept credit cards or other digital forms of payment to avoid contact with paper money or coins

STEP 5: Submit your results!

- After you have completed Lemonade Day My Way, we want to hear the results from your business!
- Complete the Business Results form online to tell us more about how you did Lemonade Day your way! [CITY TO INSERT LINK TO BUSINESS RESULTS FROM]
 - When you submit your Business Results, you're automatically entered into a drawing for a chance to win a NEW BIKE!
 - You can also enter to win the Youth Entrepreneur of the Year contest! All local winners will then be entered into the national contest.
 - Limoneira presents the 2020 National Youth Entrepreneur of the Year contest. Submit your business results to win locally and you may become the national winner!

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