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Where Is She Now? Me & The Bees Lemonade's Mikaila Ulmer Gives Company Update On Her Third Shark Tank Appearance

Teen CEO shares growth story of her multimillion-dollar company that started as one little lemonade stand, now with five flavors and distribution to all 50 states

MARCH 17, 2023. AUSTIN - Teen social entrepreneur, Mikaila Ulmer, will make her third appearance on Shark Tank on ABC on Friday, March 17 at 7 PM CT/8 PM ET to update the world on her purpose-based brand's tremendous growth as the all-natural lemonade company forges ahead with its goal of becoming America's favorite lemonade.

Mikaila and her dad, Theo Ulmer who serves as the company's chief operating officer, first appeared on Shark Tank 8 years ago when Mikaila was just 10 years old. She explained then that her lemonade, which was inspired by her Great Granny Helen's 1940s flaxseed lemonade recipe, was not only "good, but good for you." They struck a deal with Daymond John who has continued to be a mentor and resource for Me & the Bees.

"I am proud to take this celebratory moment of being back on Shark Tank to update all of our stakeholders and 'bee-lievers' on just how far we have come since our humble beginnings and initial big dreams," said Mikaila Ulmer, founder and CEO, Me & the Bees Lemonade. "I hope my story inspires viewers thinking of starting their own businesses to find their passion to be part of the next generation of changemakers."

Mikaila and her "hive" have grown the family- and minority-owned business since its founding in days in 2009 as a single lemonade stand, to sales of more than \$10 million today and have:

- Grown to nearly 6,000 points of distribution in all 50 states including major retailers like Target, Whole Foods Market, World Market, H-E-B and Publix.
- Secured food service deals including Sysco, Sodexo/Sodexo Magic, and Compass, and even at airports, thanks to a partnership with Delaware North.
- Scaled manufacturing capabilities to produce over 12,000 cases per day.
- Grown the company's compound annual growth rate to over 10 times the industry average for the category over the past 5 years alone.
- Donated over a quarter of million dollars to helping save the bees and promoting youth social entrepreneurship.

The company did all of this while staying true to its mission to save pollinators and inspire the next generation of youth social entrepreneurs. With its "Buy a Bottle. Save a Bee." approach, Me & the Bees Lemonade donates a percentage of net sales to the [Healthy Hive Foundation](#), Mikaila's

non-profit organization is dedicated to saving all bees through education, research, and protection, and to inspiring social entrepreneurship.

"From running a multi-million dollar business to making time for her schoolwork, Mikaila awakens the go-getter in us and inspires us all to dream like kids and pair our passions with our purpose," said brand consultant and "the people's shark," Daymond John. "The continuous growth of her company has been so impressive and has become an inspiration to other budding entrepreneurs out there. Me & the Bees Lemonade continues to outperform in the beverage category while meeting the needs of today's health-conscious consumers."

Me & the Bees Lemonade offers five flavors –Classic, Black Cherry, Prickly Pear, Ginger and Mint– with two new flavors launching later this year. More about the 12-ounce ready-to-drink lemonades, Mikaila, and the company can be found at www.meandthebees.com or by reading Mikaila's book [Bee Fearless. Dream Like a Kid.](#) published by Penguin Random House, which made bestseller lists.

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About Me & the Bees Lemonade

In 2009, when Mikaila Ulmer found her Great Granny Helen's flaxseed lemonade recipe in a 1940s family cookbook, she was excited to give it a try. In 14 years, what started as a lemonade stand in a front yard in Austin, Texas, has quickly grown to a national brand with distribution to all 50 U.S. states. The all-natural shelf-stable lemonades contain no high-fructose corn syrup, no preservatives or additives. They are made with premium ingredients including U.S. Grade-A honey, real lemon juice, and flaxseed, which is rich in omega-3 fatty acids and antioxidants. Me & the Bees Lemonade can be found nationally at Target, World Market, Whole Foods Market, The Fresh Market and also at regional and local grocers such as H-E-B in Texas and Meijer in the Midwest. It can also be purchased online via Instacart, GoPuff, and at www.meandthebees.com. Follow on social channels: @mikailasbees.