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ME & THE BEES LEMONADE AVAILABLE AT ALL CENTRAL MARKET STORES

*Refreshing Flavors Featured in Stores' "Be the Change"
End Cap Displays Spotlighting Black Owned Brands During Black History Month*

FEBRUARY 12, 2021. (AUSTIN, TX) – [Me & the Bees](#) all-natural lemonade is now available at all eight Central Market stores across Texas in Austin, Dallas/Plano, Houston and San Antonio.

Me & the Bees ready-to-drink lemonade is made with premium all-natural ingredients including honey as well as flax seed, a key ingredient to founder Mikaila Ulmer's great grandmother's recipe upon which the Austin-based business was founded in 2009.

The purpose-driven company offers its ready-to-drink "lemonade that tastes good and does good" in 12-ounce sustainable glass bottles in five flavors. It can be found on the beverage shelves at Texas' favorite gourmet grocery store and costs just \$1.99. Me & The Bees is also being prominently featured on end cap displays as a "Black Owned Brand" to celebrate Black History Month this month.

With more than two million bottles sold since its humble beginnings as a lemonade stand Mikaila started when she was just four years old, Me & The Bees' flavors today include:

- **Classic Lemonade** - An homage to Mikaila's great granny Helen's recipe that inspired the company's start, this old-fashioned classic strikes just the right sweet and tart balance.
- **Ginger Lemonade** - The company's founder teen entrepreneur Mikaila Ulmer and her brother Jacob created this flavor together by adding organic ginger for a special zing.
- **Iced Tea Lemonade** - Our version of an "Arnold Palmer," this unbeatable combination with black tea is a great thirst quencher.
- **Mint Lemonade** - Mikaila's original beverage --that got her into the [Acton Children's Business Fair](#) and Austin [Lemonade Day](#) when she was only 4-- is a crowd pleaser with its refreshing, summertime flavor.

- **Prickly Pear Lemonade** - The cheerful addition of prickly pear cactus fruit will make taste buds hum thanks to the aromas of raspberry and watermelon.

“As a family-owned, Texas-based business Me & the Bees really admires how Central Market and its parent company H-E-B welcome and support local, purpose-driven and family-owned businesses in Texas. What an honor to offer our high quality lemonades to even more Texans, thanks to Central Market picking us up and also for spotlighting our brand during Black History Month,” said founder and CEO Mikaila Ulmer. “We hope our lemonades quench the thirst of foodies of all ages and we’d like to thank Central Market shoppers for their support as every bottle purchased helps save the bees.”

Always keeping its mission of saving the bees at the forefront, Me & the Bees Lemonade seeks to help educate consumers about the bees’ role in the ecosystem and the alarming decline in the bee population. It gives a percentage of its profits to efforts that help save the bee population to the [Healthy Hive Foundation](#), Mikaila’s non-profit organization dedicated to increasing bee awareness and promoting safe environments where bees can thrive through research, education, and preservation.

The certified minority-owned company has grown by more than 1,000 percent from its humble beginnings and now ranks as the number one ready-to-drink lemonade growth brand in its category. More information can be found at www.meandthebees.com or by reading Mikaila’s book, [Bee Fearless, Dream Like a Kid](#), published by Penguin Random House in 2020.

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 11 years, what started as a lemonade stand in a front yard in Austin, Texas has quickly grown to a national brand with distribution on more than 1,500 shelves in 40 states with more to come in 2021. In addition to Central Market and all H-E-B stores across Texas, Me & the Bees can be found nationally at select Whole Foods Market, Fresh Market, Natural Grocers, and World Market stores, as well as at Kroger in Houston, at various local retailers and restaurants, and online at www.meandthebees.com. The clean-label, shelf stable lemonades contain no high-fructose corn syrup, no preservatives or additives, and 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. “Buy a Bottle. Save a Bee.”

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