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ME & THE BEES LEMONADE FEATURED AT THE FRESH MARKET IN RECOGNITION OF INTERNATIONAL WOMEN'S DAY

Me & the Bees™ Lemonade Founder & CEO, Mikaila Ulmer, to visit stores to demo fresh new lemonade formula and share inspirational social entrepreneur stories

March 1, 2020. (AUSTIN) –International Women’s Day is on March 8th and to mark the occasion, [The Fresh Market](#) is highlighting women-owned businesses, including [Me & the Bees](#) Lemonade during the month of March. All 159 stores will feature freshly reformulated flavors across 22 states.

The ready-to-drink 12-ounce all-natural lemonades from the young woman- and minority-owned business will be on display and featured for a special price of two for \$4 for the month of March. Me & the Bees products in all stores will feature bottleneck coupons for additional savings on future purchases as well. The Fresh Market currently carries Me & The Bees Lemonade with Mint, Me & The Bees Lemonade with Ginger and Me & The Bees Lemonade with Iced Tea.

“The story and mission behind Me & The Bees is plenty enough reason to love it, but their lemonade is also sourced with local ingredients like mint and honey from local farmers and beekeepers in Austin who practice sustainable farming and beekeeping,” said Maren Trocki, Director of Dairy and Frozen for The Fresh Market.

Celebrating “10 Years in Buzzness,” the 15-year old founder and social entrepreneur Mikaila will be visiting the stores in North Carolina in March, serving up samples of her lemonades to shoppers while sharing stories about how she got started as a young child and how she has continued to “bee fearless” to grow her brand to national distribution.

“Many thanks to The Fresh Market for inviting me to be part of the International Women’s Day celebration and thanks to the shoppers who are bee-lievers in our products and in the importance of helping support saving the pollinators,” said Mikaila. “It’s particularly heartwarming for me and my family to have such a strong presence in The Fresh Market which is rooted in the Carolinas where my family is from, including the amazing woman in my life, my Great Granny Helen, whose Carolina lemonade recipe was used as the inspiration to start our company.”

The Fresh Market chose to spotlight Me & the Bees during International Women’s Day to celebrate accomplishments of Mikaila and her family-run business while making sure its shoppers know about the charitable component behind the product. With its “buy a bottle, save a bee” approach, Me & the Bees Lemonade and its consumers help contribute to saving the bees with every bottle purchased.

Mikaila will be at The Fresh Market in Fayetteville, North Carolina from 12 noon to 2 p.m. on Saturday, March 7 to personally hand out samples and engage with shoppers. She will also share how she took her

Great Granny Helen's Carolina recipe of fresh lemons, mint and flax seed and added her own twist to the mix to create a refreshing all-natural beverage that is purpose-based, in that every bottle purchased helps with bee conservation.

Me & the Bees Lemonade seeks to help educate consumers about the bee's role in the ecosystem and the alarming decline in the bee population. It donates a percentage of net profits 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 ready-to-drink beverages were reformulated earlier this year to contain up to 25 percent less sugar and 33 percent fewer calories without compromising the flavor of the original family recipe.

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 10 years, what started as a lemonade stand in a front yard in Austin, Texas has quickly grown into a national brand with distribution on more than 1,500 shelves throughout the United States. Formerly known as Bee Sweet Lemonade, Me & the Bees is a purpose-driven company that offers ready-to-drink premium "lemonade that tastes good and does good" in 12-ounce sustainable glass bottles. 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.

[Instagram.com/MikailasBees](https://www.instagram.com/MikailasBees) - [Facebook.com/MikailasBees](https://www.facebook.com/MikailasBees) - [Twitter.com/MikailasBees](https://twitter.com/MikailasBees)

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About The Fresh Market, Inc.

Since 1982, The Fresh Market, Inc. has helped guests make every day eating extraordinary with time-saving meal solutions, unique ingredients and delicious food for any occasion. From fresh produce and exceptional meat and seafood, to signature baked goods and thousands of organic options, this specialty grocery retailer has something to please every palate. The Fresh Market currently operates 159 stores in 22 states across the U.S., inspiring guests to discover new flavors and cook with confidence. For more information, please visit www.thefreshmarket.com or follow the company on Facebook, Twitter, Instagram and Pinterest.

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