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# Lemonade Alley Workbook

Prepare for a Lemonade Alley Event  
or Make Your Own Lemonade Biz



**How To:**

- ✓ *Build a Biz*
- ✓ *Be Food Safe*
- ✓ *Think Big!*

From Lemonade Alley's Chief Lemon Head

**STEVE SUE**

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# LEMONPRENEURS: Let's *Profit to Share!*

Lemonade Alley is a place for kids to learn how to be an entrepreneur with a giving heart.

At Lemonade Alley, we're looking for young heroes. Heroes who wish to make the world a better place. Heroes who activate to support needy charities. If that's you, then get your lemons on!

On behalf of the BizGym Foundation, I salute you for joining the Lemonade Alley challenge of ***Profit to SHARE!***

Love, Lemons & Aloha,

A stylized, handwritten signature in black ink that reads "Steve Sue". The signature is written in a cursive, flowing style with a large, expressive "S" at the beginning.

Steve Sue

*Chief Lemon Head, Lemonade Alley*

LemonadeAlley.com | BizGym.org

## Our Recipe to Lemony Love

Hey Kids! This workbook contains tips to make your lemonade stand a tasty success. Use it to prepare for a Lemonade Alley contest near you or make a lemonade business of your own.



## Everything You Need To Make an Awesome Lemonade Stand

- |                             |                              |
|-----------------------------|------------------------------|
| 1. Choose Your Charity      | 10. See How Much You'll Make |
| 2. Create Your Big Idea     | 11. Design Your Store        |
| 3. Choose Your Customers    | 12. Supply Your Store        |
| 4. Make Your Team           | 13. Design Your Menu         |
| 5. Write Your Business Plan | 14. Plan Your Marketing      |
| 6. Invent Your Recipe       | 15. Create a Sales Pitch     |
| 7. Design Your Cup          | 16. Write Your Pitch         |
| 8. Learn Food Safety        | 17. Prepare for Interviews   |
| 9. Create an Extra Product  | Competition Day Forms        |

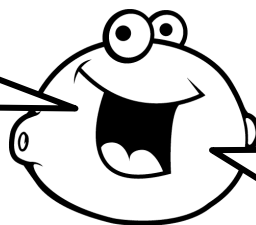


# 1. Choose Your Charity

Name the charity your team will support:

Explain why you want to help this charity:

Your charity must be an official 501(c)(3) nonprofit.



Make sure to let your charity know you're playing for them. They might even want to help!

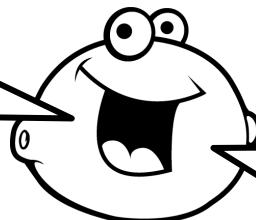
## 2. Create Your Big Idea



Write your lemonade stand name:

Explain your idea:

Your lemonade stand name should be fun to attract customers.



Make your lemonade stand cool with a theme like mad scientists. Or try to tell your charity's story.

### 3. Choose Your Customers



Draw or cut out pictures of your customers:

**Customer Pictures:**

**Describe them (ages & interests):**

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2.

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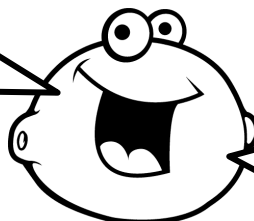
3.

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Pictures help you understand your customers better.



Knowing what they like helps you make what they want.

## 4. Make Your Team



Name your team members:

President:

Your President is the leader and a main salesperson.

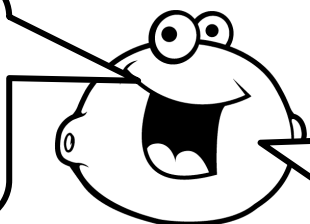
Treasurer:

Your Treasurer keeps track of money and costs.

More Team Members:

You might have additional team members like product makers, sellers and customer service.

Match team member skills to team positions. For example, a Treasurer should be good at math.

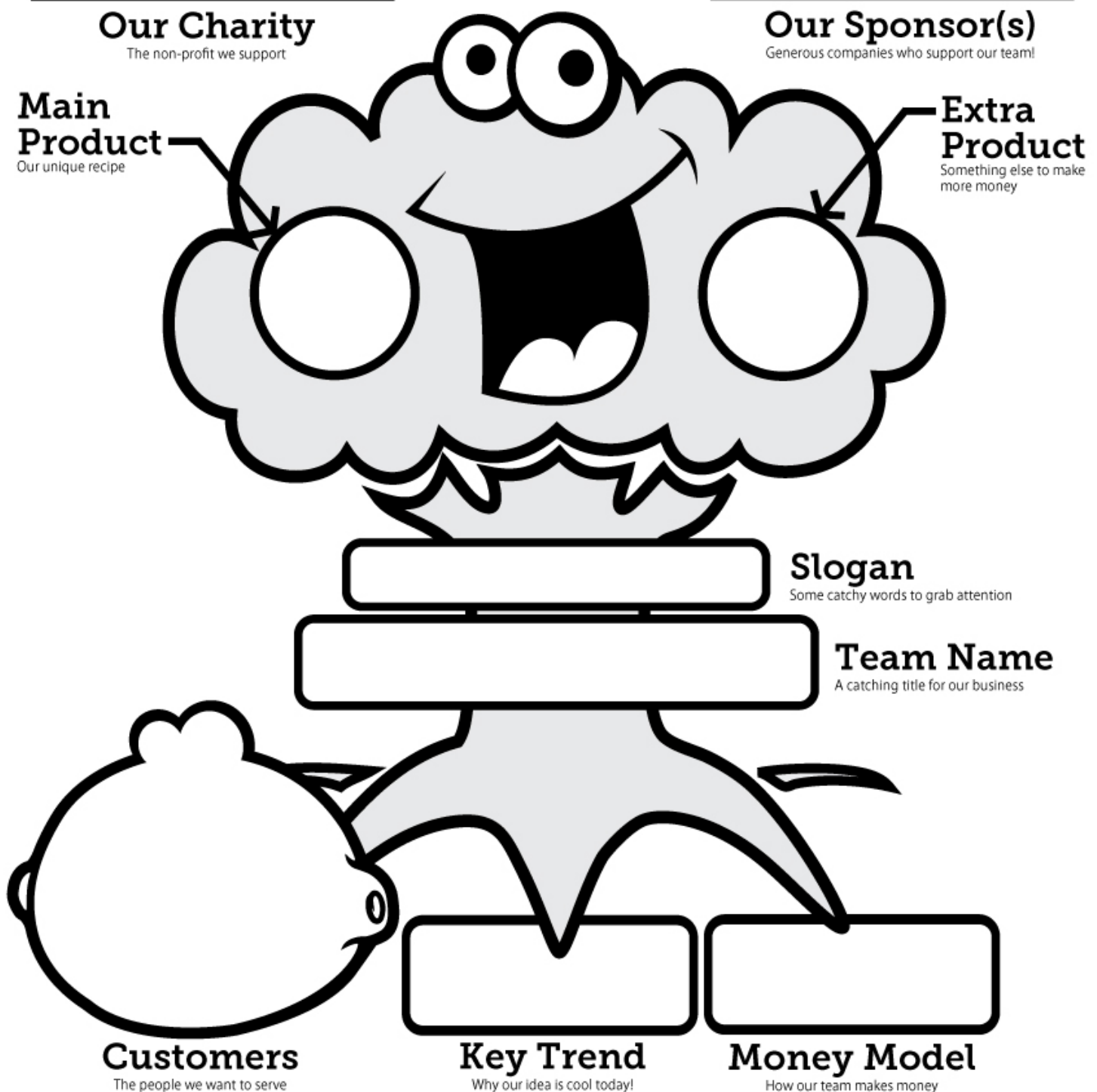


Your team members can do more than one job.

## 5. Write Your Business Plan

### Make your StoryTree® B-Plan

(This must be displayed on your lemonade stand for judging)



**Our Charity**  
The non-profit we support

**Our Sponsor(s)**  
Generous companies who support our team!

**Main Product**  
Our unique recipe

**Extra Product**  
Something else to make more money

**Slogan**  
Some catchy words to grab attention

**Team Name**  
A catching title for our business

**Customers**  
The people we want to serve

**Key Trend**  
Why our idea is cool today!

**Money Model**  
How our team makes money

(An extra copy of this is available at the end of this booklet)



## 6. Invent Your Recipe

List Ingredients:

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Step-by-Step Instructions:

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Zest?

Can You Reduce Sugar?

Mint?

Pulp?

Basil?

Sugar?

Fresh Fruit?

Honey?

Ginger?

Agave?

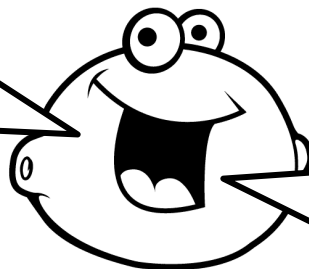
Rosemary?

Stevia?

Ice Cubes?



**TIP:** Try using lemon skin (called "zest") to get lemon flavor without having to use a lot of sugar.



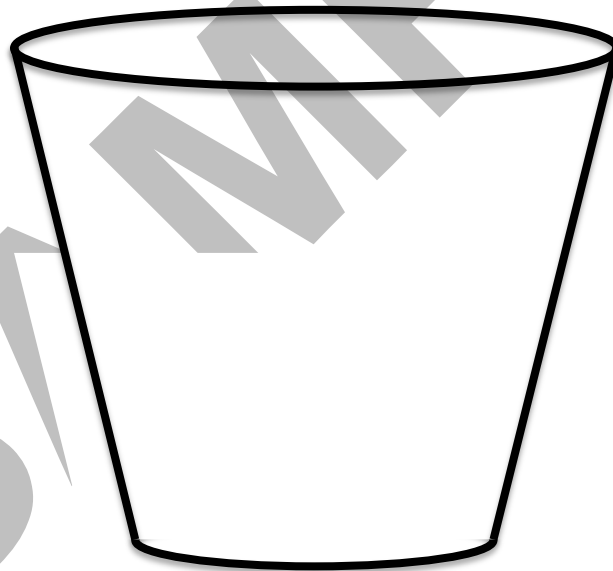
**TIPS! Recipes judged on:**

- |                |                 |
|----------------|-----------------|
| 1. Flavor      | 3. Mouth-feel   |
| 2. Healthiness | 4. Presentation |

## 7. Design Your Cup



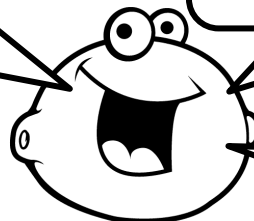
Make your cup a feast for the eyes:



What fun things you can add? Maybe an umbrella? A plastic monkey? Fun straws?

Most people like to taste many recipes so use sample size cups (3oz) to lower costs.

Make your cup part of your lemonade stand theme.



## 8. Learn Food Safety



### Food Safety Test:

1. Lemonade for sale must be made and served according to health laws.
2. Food and beverages made with heat (stoves, ovens, etc.) must be made and packaged in a certified commercial kitchen like a restaurant.
3. Pre-packaged food products can be sold at a lemonade stand if stored properly.
4. Hand gloves must be used at all times when preparing and serving lemonade.
5. Always wash hands, lemons and other ingredients before juicing or cutting.
6. If you've left your stand, when you come back, you must wash your hands before preparing or serving.
7. Keep all perishables in food-safe containers like coolers.
8. Never taste directly from serving tools or storage containers.
9. Excess liquids and ice cannot be dumped outside and instead must be taken home for disposal.
10. Animals and pets are not allowed to be present when making or selling food and beverages.

YES or NO

☐ ☐

YES or NO

☐ ☐

YES or NO

☐ ☐

YES or NO

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YES or NO

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YES or NO

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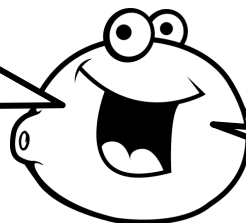
YES or NO

☐ ☐

YES or NO

☐ ☐

Always check local health, business and other government laws for latest requirements.



Answers:  
They're all  
"Yes"!

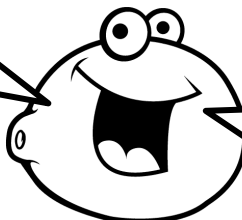
## 9. Create Extra Products



Note any extra products you'll sell:

List needs for extra products:

An additional product or game is a good way to make more money.

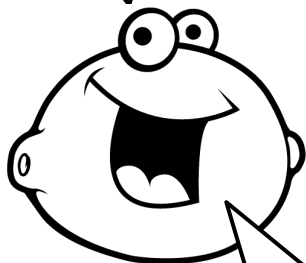


Remember: cooked foods must be made and packaged in a certified commercial kitchen.

**Scrip?** Your event may use scrip to lower the risk of cash theft. It also makes “sales” into “donations” so we don’t have to charge sales tax.

**TIP!** Most teams serve 400-500 cups on Competition Day.

**TIP!** You are allowed to “sell” lemonade (take donations) before Competition Day.



**TIP!** Get company sponsors to donate supplies or cash to your team.

**TIP!** Get your charity involved. They may be able to help with booth sponsors and get people to your stand on Competition Day!

INCOME		\$ Amount	
Lemonade: _____ cups x \$ _____/cup =			
Extra Products: _____ units x \$ _____/unit =			
Tips & Donations			
<b>Gross Income</b> (add amounts above):			
<b>20% Lemonade Tax</b>			
<b>Net Income</b> (Gross Income minus Lemonade Tax):			

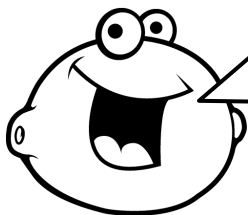
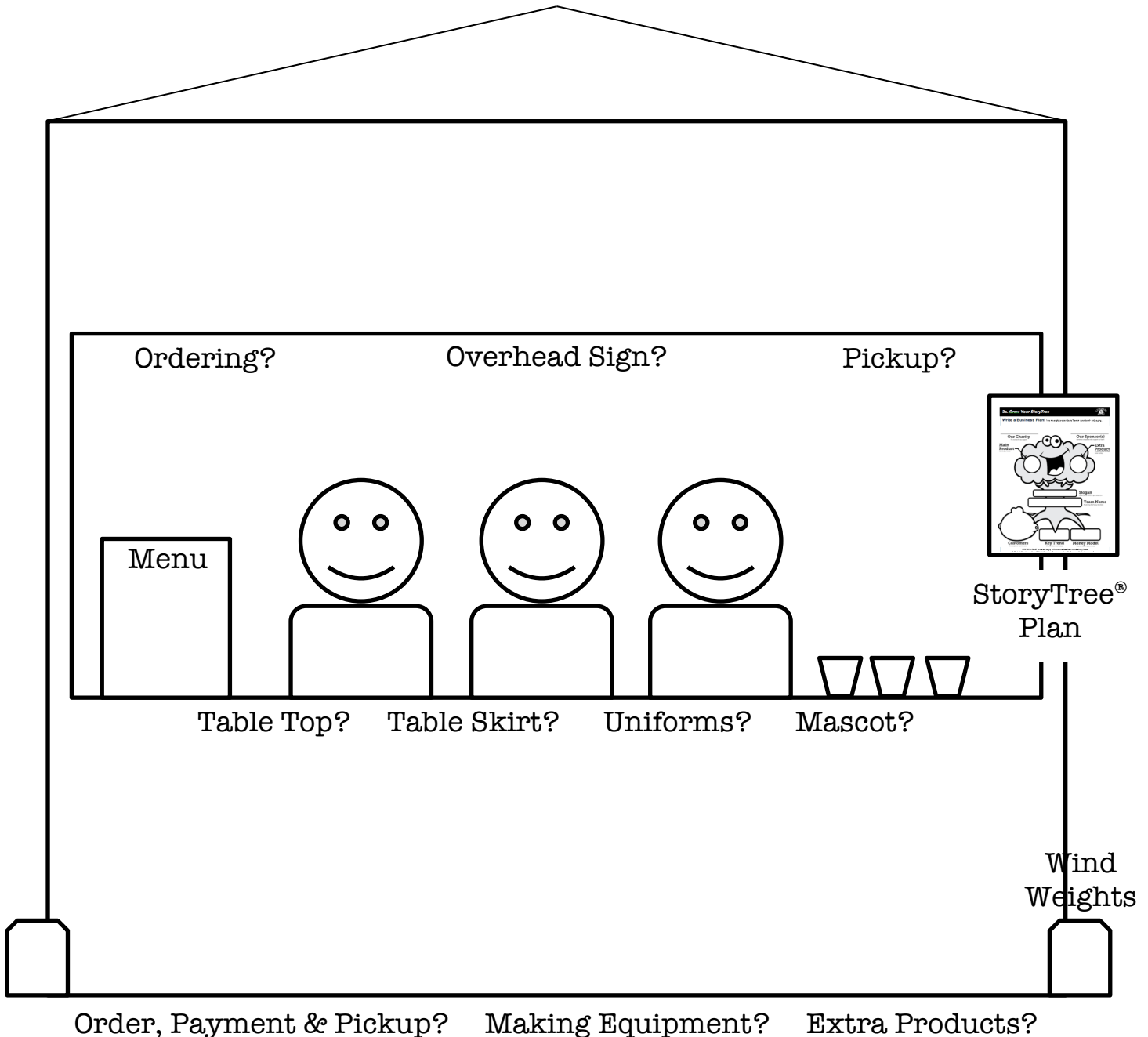
[illegible]**PROFIT to SHARE!** (Net Income minus Total Expenses) \$



# 11. Design Your Store

## Draw your Lemonade Stand:

Shade Tent? Team Name? Logo? Slogan? Charity Sign? Sponsor Sign?



**TIP!** Make signs easy to read from far away. If potential customers know what you're selling, there's more chance they'll come and shop.

# 12. Supply Your Store

List things needed:

## Signs & Decorations

Overhead signs, table tops, table skirts, uniforms, menus, pricing.

## Equipment & Gear

Tables, chairs, tent (and weights if using a tent), product-making items, ties, tape.

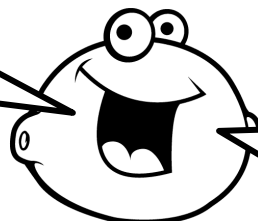
## Business Items

Cash box, pens, paper, receipts, etc.

## Safety Items

First-aid kit, fire extinguisher, etc.

Always check with government agencies for health, business and other regulations and laws.



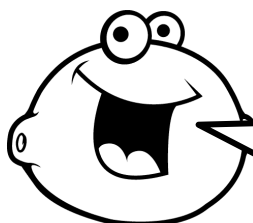
Involve your school, family & friends to get more sales!

## 13. Design Your Menu



List products & prices:

Menu



Make your menu on letter-size paper and display on your table. Or make a big overhead sign so people can see it from far away.





## 14. Plan Your Marketing

List how you'll get the word out:

### Partners

Your family, companies or a charity might help.

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### Invitations

Who should you tell about your business?

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### Advertisements

How about flyers or team business cards?

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### Coupons

May be give discounts?

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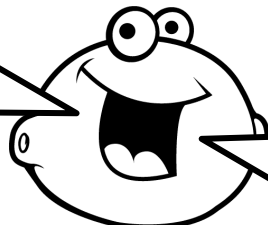
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**TIP:** Make sure to phrase everything as a “suggested donation” rather than as a “sales price” so you don’t have to pay sales tax.



**TIP:** The more people that know and care about your business, the more you’ll sell!

# 15. Create a Sales Pitch

Show how you'll convince people  
to buy your lemonade:

Sing? Dance? Skit? Comedy?

Team Name?

Products?

Logo?

Price?

Slogan?

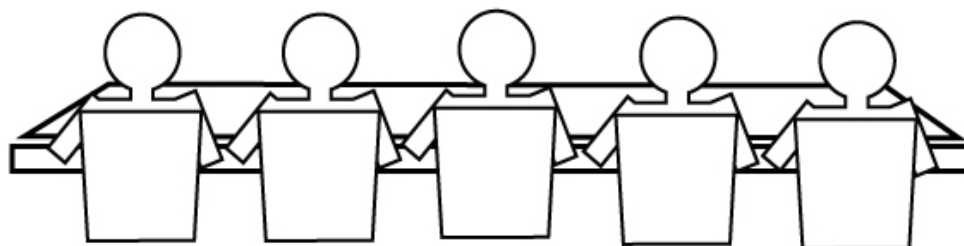
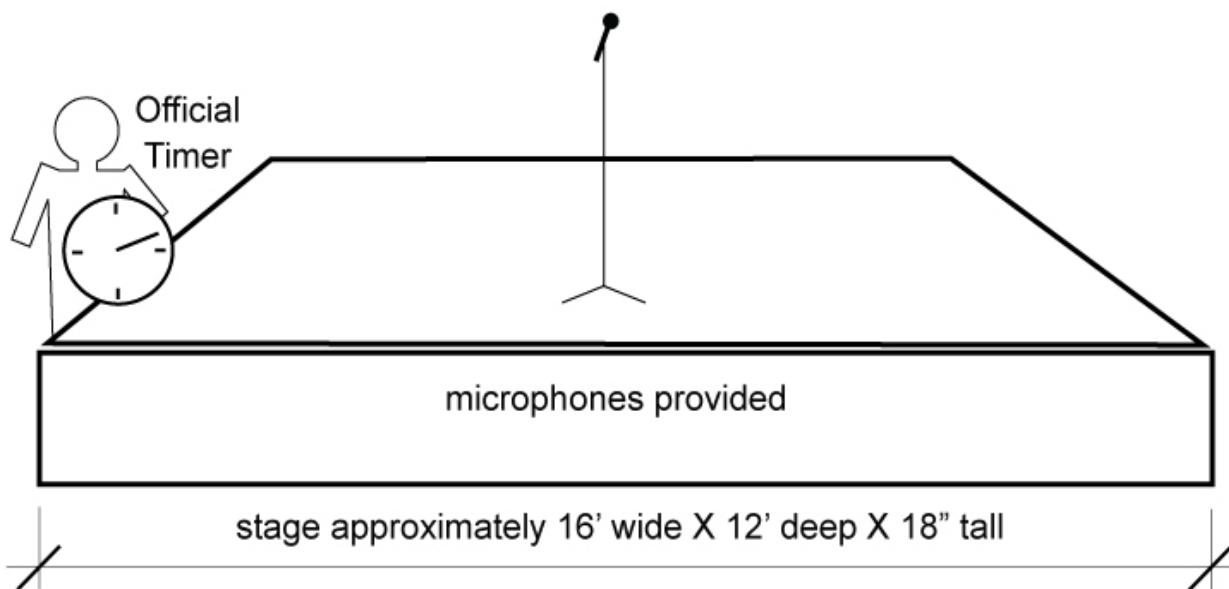
Mascot?

Booth Sponsor?

Signs?

Charity?

Uniforms?



Each team gets exactly **1 MINUTE** to pitch a panel of judges.

# 16. Write Your Script

Plan your sales pitch story:

## Your Big Idea (speech, song, rap, dance, skit, signs, etc.)

**TIP!** Use your best skills and don't be afraid to be dramatic or silly!

**Grabber:** Start with something that makes people sit up and take notice!



**Secret Sauce:** Show what makes your lemonade special, different and amazing.

**How to Buy:** Tell people what you want them to do. In business, if you ask, they'll buy more.

**Words**  
(What We'll Say)

**Actions**  
(What We'll Do)

The Grabber:

Your "Secret Sauce":

How to Buy:

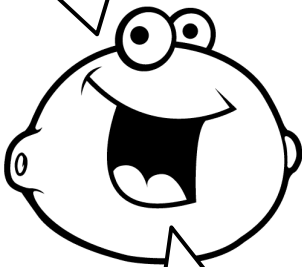
## 17. Prepare for Interviews



“Lemonpreneurs” are often interviewed by newspaper and TV reporters. Be ready with 3 key ideas:

**TV TIP!** Turn on your smile during the introduction. Just talk with the interviewer and don't look at the camera.

**Radio TIP!** If they can't hear you, they won't get your story. So get close to the mic and speak up!



**TV, Radio & Print TIP!** Choose 3 important points you want to make about your story. These may include your recipe, your booth concept, your charity, why you chose your charity, anyone you want to thank or anything else that's important. Be sure to tell them how they can donate to your cause.

1. Our lemonade stand idea is...

2. Our charity is...

3. Buy from us at...

# What to Expect

Early Morning:  
Teams Check-In & Build Stands

## Opening Ceremonies

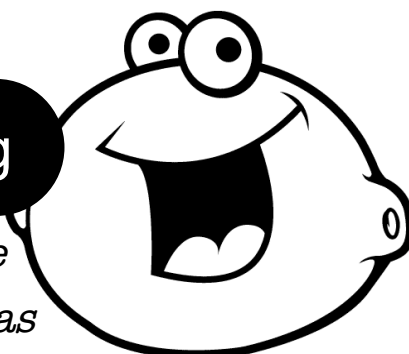
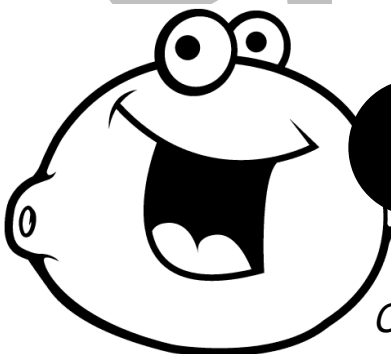
National Anthem  
*Yellow Carpet Walk* (Teams & Judges)  
*Start Your Lemons*

## Judging

StoryTree® Plan Judging  
Lemonade Stand Judging  
Taste-Test Judging  
Sales Pitch Judging

## Awards & Closing

*Yellow Carpet Reprise*  
*Opening of the Umbrellas*  
Prizes & Awards  
Group Pictures



## The Stickiest Rules

### Recipe

- Servings can be any size, but small (1-3oz) ones are best.
- Provide your own equipment & supplies.
- Provide 12 judging samples.

### Booth

- StoryTree® 1-Page Business Plan must be on front of stand.
- Provide your own equipment & supplies.
- Tents OK but must be secured for wind (using sandbags/heavy objects).
- No power available. Quiet generators OK.
- 10'w x 10'd x 15'h max.
- All food items must be prepared & packaged in a certified commercial kitchen. Partnering with restaurants OK.

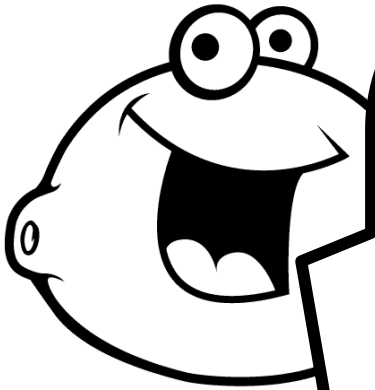
### Stage Pitch

- OK to sing, dance, make signs, do a skit, etc.
- 1-minute max. After that, you'll be gonged!
- Microphones provided.

### Profit & Sharing

- **Free to Enter, however a 20% Lemonade Tax** on Gross Income is deducted to pay for the event.
- **Materials & Supplies Reimbursements** will be provided to the extent your net income can cover it.
- **Sponsors** may contribute supplies or cash to your team.
- **Your Charity** receives 100% of Net Income.
- **Cash & Other Prizes:** provided by Lemonade Alley and corporate sponsors at their discretion.
- **See Competition Day Forms** for Lemon Bank Deposits, Reimbursements and other forms.

**Rules Will Be Enforced by Lemonade Alley Referees**



## Performance Ratings

Each category listed below splits allocated percentage points equally among sub-category criteria:

### 20% StoryTree® Business Plan

- **Business Roots:** key trends, biz model & charity integration.
- **Trunk Message:** name, logo & slogan.
- **Sales Canopy:** product & merchandising strategy.
- **Audience:** understanding of key targets.

### 20% Lemonade Recipe

- **Flavor:** “Lemoniness,” sweet-to-sour ratio & overall flavor.
- **Healthiness:** nutrition, low acid, low sugar, organic.
- **Mouth-feel:** texture & temperature.
- **Presentation:** cupping & visual appeal.

### 20% Lemonade Stand

- **Message Quality:** persuasiveness & clarity.
- **Customer Experience:** courtesy & issue handling.
- **Sales Efficiency:** ordering, purchase & pickup experience.
- **Cleanliness:** team members, customer & production areas.

### 20% Sales Pitch

- **Projection:** audience connection skills.
- **Use of Time:** optimized time & finish on-time.
- **Message Quality:** persuasiveness & clarity.
- **Entertainment Value:** catchy & creative.

### 20% Net Income

- **Breakeven:** 100% awarded for not losing money.
- **Grading Curve:** 100% for Top Net Income Team. Other Teams get % score equal to each team’s Net Income vs. the Top Net Income Team in their division.

**See Rules at: [lemonadealley.com/rules](http://lemonadealley.com/rules)**





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Lemonade Alley is the “Profit to SHARE” contest where kids learn entrepreneurship and support a charity of their choice.



This workbook contains tips to prepare for a Lemonade Alley challenge or make a great lemonade business on your own. To find, start or learn more about Lemonade Alley, see [LemonadeAlley.com](http://LemonadeAlley.com).



Steve Sue, Chief Lemon Head,  
Lemonade Alley, Profit to Share!™

**BizGym**  
Foundation

Available at  
**amazon**

## Tools for Success:

- ✓ *Team Builder*
- ✓ *Recipe Maker*
- ✓ *Stand Designer*
- ✓ *Pitch Writer*
- ✓ *Profit Estimator*

**PLUS! StoryTree®**  
**Business Planner**



**LemonadeAlley.com**

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