

# Myths and Facts about Fresh Juice Mixers & Lemonade

## *Myths*

*Drinks made with Fresh Juice Mixers will have a higher pour cost. Chemical based powders and liquids cost less to use.*

*The best way to serve Fresh Juice Mixers is with a juicer behind the bar.*

*We can't serve Fresh Squeezed Lemonade—our beverage contracts won't allow it.*

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## Facts

**Drinks cost less with fresh juice mixers!** Fresh Juice Mixers don't mask the flavor of liquors. You can use better liquors and less of them to achieve a superior flavor profile. Our mixes contain no water, nor additives—just the juice of fresh lemons and limes and pure cane sugar. Super-premium drinks with cost savings!

Our fresh squeezed and lightly pasteurized premium mixers are more consistent in quality than on-premise squeezed juices. We use only the best fruit and pure cane sugar. If you squeeze on premise, your juice is only as good as the fruit you get on a given day. Simple syrup imparts a “cooked” taste. We blend pure cane sugar without cooking for a clean, sweet taste.

Fresh Squeezed Lemonade from our Lemon Sour Lemonade & Bar Mix is a food product prepared with your water on premise. It will become your best-selling non-carbonated beverage. Substitute the lemon-less lemonade in your soda fountain with a diet flavor!.

