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LEMONADE – ALWAYS IN GOOD TASTE

By Arleen M. Kaptur

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Hot, dry summer afternoons, enjoyed on an old-fashioned porch swing with an icy, cold glass, dripping with quenching, cool refreshment –

Poolside enjoying the hot sun reflected on the water surface that changes it into thousands of dancing jewels – the water cool but the drink in your hand so delightful – you touch the glass gently to your sweating brow – you sip slowly to savor the sensation of ice cold smoothness going down your throat to bring relief to your body while you continue to lazily float on the water –

Coming home from work, an unusually rough day, having fought the traffic on the freeway or the stuffiness of that commuter train filled to capacity with human bodies, and your thirst growing with each stop the train makes –

That liquid refreshment that can quench any thirst and refresh the entire person is none other than old-fashioned lemonade. It is a childhood memory, a quick-fix on a hot day, or a leisurely way to spend a summer afternoon or evening with the breeze from a fan blowing or a gentle wisp of fresh air that comes intermittently as the sweltering day comes to an end. Lemonade – it doesn't get any better –
Homemade –

Combine 2 cups lemon juice, 4 tsp. grated lemon rind, 1-1/2 cups white sugar. Keep in a covered glass container in the refrigerator.

To serve: Use 1/4 cup of the above syrup for each glass. Fill the glass with ice cubes and water. Add a lemon slice on the side of the glass for that added "tart" taste.

Lemonade Plus –

1 12-oz. can frozen lemonade, 1 12-oz. can frozen orange juice, 1 48-oz. can pineapple juice, unsweetened, 6 cups water, 7-up or gingerale

Mix all ingredients except 7-up/gingerale together in a large container. A 5-qt. ice cream pail works great. Freeze overnight.

Take out of freezer 20 mins. before serving. Fill the glass 1/2 full of mixture. Add the 7-up/Gingerale, stir and serve. Place a lemon slice or mint leave for garnish.

For special guests –

1 can frozen pink lemonade, ice cubes, 1/2 cup white rum or tequila

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Fill a blender 2/3 full with ice cubes. Add the 6-oz. can frozen pink lemonade, and the rum or tequila. Blend for 2 mins. Pour into glasses and garnish with a twist of lemon rind on top.

Country Lemonade –

2 lemons, thinly sliced, 1/2 cup sugar, 4 cups boiling water, ice cubes

In a heatproof pitcher, place the sliced lemons and the sugar. Pour in the boiling water and stir until the sugar is completely dissolved. Refrigerate until chilled.

To serve – pour mixture over ice cubes and serve.

STRAWBERRY LEMONADE

3 cups water, 1 cup lemon juice, 1 cup sugar, 2-1/2 cups fresh strawberries, red food coloring, crushed ice, sliced strawberries/lemon slices for garnish

Put 1 cup of the water, the lemon juice, sugar, and all the berries in a blender. Blend until the mixture is pureed and the sugar is completely dissolved.

In a pitcher, combine the strawberry/lemonade mixture with the remaining 2 cups of water and a few drops of the red food coloring; mix well. Add crushed ice, and garnish with the sliced strawberries and lemon slices.

Instant Refreshment!

Fast and Easy

4 cups water, 1 cup lemon juice, 2/3 cup sugar, ice cubes

In a pitcher, combine water, lemon juice and sugar. Stir until sugar is dissolved.

Serve over ice cubes in chilled glasses.

Really in a pinch – frozen pink or regular lemonade kept in the freezer for those "emergency" situations – too hot, too tired, too drained – with just enough strength to pull that white strip from around that little can and place in a pitcher and add water. Oh! the pain of waiting for it to dissolve but when it does – relief at last!

However you serve it – there's just one very important thing to remember about lemonade – ENJOY!

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Arleen Kaptur has written numerous articles, cookbooks, and the novel: **SEARCHING FOR AUSTIN JAMES** Websites: <http://www.arleenssite.com> <http://www.Arleens-RusticLiving.com>
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Simple Business Tactics Are Your Key To Success

By Cathy Qazalbash

In a world full of complications sometimes we overlook the simple things in life. We are so busy trying to work out our twisted problems that we miss out on the simple secrets to success. The same can be said of our businesses. We get caught up in endless problems when all we really need to do is to step

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back and see the simple alternatives, that will lead us to success. Sometimes we need to think with the simplicity of a child.

Not so long ago, Summer holidays (vacation) in the USA meant the rebirth of the Lemonade Empire. Enterprising children of about 10 years and up set up their lemonade stands and earned themselves some holiday money. A note to all who do not live in the USA, school children in USA have a 3 month vacation in the summer, allowing them a great deal of free time. This was before the year round schools that have tried to cut down the long summer vacation. The Lemonade era was in full swing in these "good old days."

The Lemonade King/Queen, who would earn the most money by the end of the vacation, depended on individual factors. Being children they did not have any complicated "think tanks" or secret board meetings, they relied on simple business skills and techniques. Let me explain with these few points.

There was a need/market: Hot thirsty people, (most of the USA has hot Summers) A proven hot selling product: Cold Lemonade is the ultimate drink for a hot Summer day. Cheap premises, simple set up and low overhead: A stand with supplies at the curb(side of the road) would not be too expensive.

However there was hot competition, many children on vacation, and this is where simple business tactics came into play. Just 3 examples:

The Price War:

One child was selling Lemonade for 10c Another for 15c A third for 25c

All had simple stands with a white board saying Lemonade 10c/15c/25c. They had stands that stood alone, with no related service.

Location:

Each Lemonade Stand owner vied for the best traffic location, some got lucky others not. All fair in the Lemonade game. Then came:

The Ultimate Marketer: A small girl was selling lemonade for 30c and she was the talk of the neighborhood. She was selling more and charging more, how could that be? Here were her simple secrets.

Her notice did not just say Lemonade 30c. It said "Freshly Squeezed Lemonade, Made Just For You"

She greeted all her customers personally. She took obvious pride in her wares and stand. Her stand was simply and nicely decorated and spotlessly clean. However she did not stop here. She set up her stand next door to the most popular Hot Dog/snack stand. This vender was well known throughout the neighborhood for his great food and service. He had a great location near many offices on a busy street and he was not just seasonal he was there all year round so everybody knew him. He was the perfect compliment to the little girl's lemonade stand. Plus he was a friendly fellow and always

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recommended his customers to have some delicious lemonade with their lunch/snacks. Of course she also returned the favor.

Now we can all learn from the simple business principles that made this small entrepreneur the talk of the town. To recap:

She had the market (thirsty people) The product: Great tasting lemonade She improved her ad copy, her notice was better than her competitors. She treated all her customers well, going out of her way to make them feel comfortable. Added value. Happy customers=repeat customers, good service = word of mouth marketing, a very powerful form of promotion. A clean, attractive and professional stand attracted more customers. Her strong link with a large popular seller helped her to sell more. Because of all these factors and the added value of customer service she could charge premium price.

All these simple business tactics can be applied to your business and not only help you get ahead of the competition but make more money with less fuss. No need for, time consuming think tanks, and board meetings. These simple principles are right under our noses, we just have to apply them. Think with the simplicity of a child and your business will run more smoothly, be more efficient, and ultimately make you more money.

Cathy Qazalbash is the Publisher of A1–Newsletter

A free newsletter for start up businesses

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She is also a freelance writer/copywriter

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