

# THE LEMON ROCKET

ONE EVENT CAN PAY FOR THIS MACHINE (\$699)



At \$7–\$8 per lemonade, the numbers become extremely clear. At \$7 per cup, approximately 93 cups covers the entire cost of the Lemon Rocket. At \$8 per cup, that drops to roughly 81 cups. In a strong event environment, those numbers are not theoretical — they are very achievable in a single day. This means the machine can realistically pay for itself in one event. After that, every gain in speed, efficiency, and workflow translates directly into increased profit, not just incremental improvement. The Rocket is not an expense — it is a revenue multiplier.

## WORKFLOW COMPARISON — TIME IS MONEY

OLD WAY	LEMON ROCKET
Put lemon in slicer	Place lemon in chamber
Cut lemon into cup	Pull handle
Remove cup and place under smasher	Remove cup
Smash 2 to 3 times	
Remove cup	

The difference between these two workflows is not small — it is fundamental. The traditional method requires multiple steps, multiple tools, and repeated motion for every single cup. Each repetition introduces delay, fatigue, and inconsistency. The Lemon Rocket compresses that entire workflow into a streamlined, repeatable action. Fewer steps means faster service, and faster service means more customers served during peak demand. That is where real revenue is made — not in theory, but in line speed.

# **CUSTOMERS WALK AWAY WHEN YOU'RE SLOW**

In a real event environment, speed is not optional — it is everything. When your line begins to build, customers start evaluating how fast you are moving. If your workflow is slow, complicated, or repetitive, that delay becomes visible. Some customers will wait, but many will not. They will leave the line and spend their money elsewhere. This lost revenue is rarely tracked, but it is very real. Every extra step in your process increases the likelihood of losing a customer. The Lemon Rocket directly addresses this by increasing throughput, reducing delays, and allowing you to serve more customers when demand is highest.

# **EVERY EXTRA STEP IS COSTING YOU MONEY**

Every additional motion in your process carries a cost. Cutting lemons separately, handling multiple tools, repeating the press cycle multiple times — these are not just minor inconveniences. They are inefficiencies that compound throughout the day. During peak hours, seconds matter. Those seconds determine how many customers you can serve before the line becomes too long. Slower workflow leads directly to fewer completed transactions. The Lemon Rocket eliminates unnecessary steps and converts saved time into increased revenue capacity. It is a direct trade: fewer steps equals more output.

## **“IT’S TOO EXPENSIVE” — LET’S BREAK THAT DOWN**

At first glance, \$699 may appear higher than some alternatives. But focusing only on upfront cost ignores the full picture. The real question is not how much the machine costs, but how much it produces and what it eliminates. With a break-even point of roughly 81–93 cups, the Rocket can pay for itself in a single event. Cheaper setups often require additional equipment such as cutters, compressors, or power sources, and they operate more slowly. That slower workflow limits how many customers you can serve. Over time, that lost capacity becomes more expensive than the initial savings. The Lemon Rocket is priced not to compete with low-cost equipment, but to outperform it.

# **NO POWER. NO COMPRESSOR. NO PROBLEM.**

The Lemon Rocket is designed to operate independently, without reliance on external systems. It does not require electricity, generators, air compressors, CO2 tanks, or any additional accessories. This stands in contrast to many other systems that depend on multiple components to function. Those additional components introduce complexity, setup time, transport challenges, and potential failure points. With the Rocket, you arrive at an event with a single machine that is ready to operate immediately. This level of independence simplifies logistics, reduces setup time, and ensures reliability in a wide range of environments.

# FLORIDA & EMERGING COMPLIANCE STANDARDS

In markets such as Florida, health departments are increasingly moving toward expectations that fruit cutting and juicing occur within a more controlled, enclosed process. Traditional methods — cutting lemons in open environments and transferring them between tools — are becoming more difficult to justify from a sanitation perspective. The Lemon Rocket is designed with this shift in mind. It moves the process toward a more contained and controlled workflow. Additionally, all components within the chamber are manufactured from FDA/NSF compliant materials, reinforcing its suitability for food-contact applications. This is not simply about meeting current expectations — it is about staying ahead of where the industry is going.

# SERIOUS EQUIPMENT FOR SERIOUS VENDORS

The Lemon Rocket represents a shift in how lemonade is processed. It is designed for vendors who prioritize efficiency, professionalism, and long-term performance. At \$699, it delivers a combination of speed, simplicity, and forward-looking design that cheaper alternatives cannot match. Each unit is custom built, and availability may be limited. Preorders may be required to maintain production quality. This is not mass-produced equipment — it is a purpose-built solution for serious operators.