

Lèmon®
bar

Inspiration,

by Marco Lucchetta.





Behind great achievements, you always find people who have dared to choose a special path.

Marco Lucchetta's path, ex- Soccer star and inventor of the Lemonbar, led him back to his origin and away from industrially manufactured products. "In the form of the citrus fruit I found the perfect starting point for the construction of a mobile bar.

As a model I chose nature itself. During my time as a student in California, the idea finally matured into a comprehensive business draft: Beginning with the origin of the fruit, going on to the manual processing, up to the experience of the unique taste – it is an ideology in itself. Nature for instance is unrivalled in purism, form and functionality; it has proved to be an outstanding designer."

Ideeologie.

For Marco Lucchetta, the special handling and processing is philosophy and ideology at the same time: "We follow the spirit of time and promote the consumption of fresh fruits and natural drinks. The basis of our drinks consists of 100% biological cultivation. "Every single drink is freshly pressed in front of the customer and is manually prepared." The natural taste is a pure delicacy. The total contentment of our customers is confirmation enough to stick with these high quality standards. But convince yourself and try a big sip of nature!"



The Original.
Lèmon[®]
EDITION

Since 2001, the traditional families business of the region Veneto has entirely relied oncommunity. „Our efficient franchise system also enables young entrepreneurs, thanks to low investment costs, to make a risk-free start into a productive future. With already more than a hundred national franchises partners we strive to let the vision of conquering the entire world and beginning with Italy, come true. Thanks to our mobile trailer system, the dream of the regional independent entrepreneurship has already become reality to our partners. They do not only have to wait for their customers, they are free to pus their bar to places of high taker frequency such as fairs, large organizations or city centres.”

Roundabout 160 different types of the citrus fruit are known worldwide. The heaviest fruit, Marco Lucchetta was ever allowed to hold in his hands, weighed almost 1.5 kg. In his “Lemonbar and shops”, he pays attention to serving his customers simply the best and sweetest citrus fruits coming from the most southern parts of Italy - an ideology out of values. For - he is convinced - each single one tells his own story.



Lemon out of Sicily: “Sweet, juicy, nearly “explosively” just like the soil it came from. For centuries the fruits of this region have been preceded to “Limonata al seltz” fortified with carbon dioxide, strongly salted and served as a mineral compensation on hot days or after a heavy meal, A lovely refreshing popular drink directly descended from the most southern regions of Italy.”

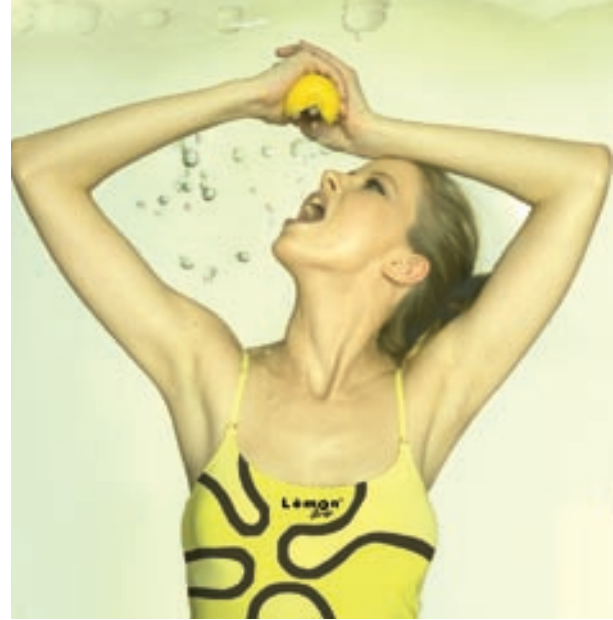


Lemon out of Sorrento: “Famous for its extraordinary aroma, the unmistakable taste of this fruit became the basis and the secret of the best liqueur in the world, the “Limoncello di Sorrento”. Top-quality, the trademark of a region with world recognition, on that also we bet.”



The gigantic lemon: “These sun ripened fruits speak their own language, their size is unique. Because of its little acidity the fruit flesh is processed with vinegar and oil to the “Insalata al lime”. An exotic combination, only available in specific regions of Italy.”





Lemonbar
Friends.



Lemonbar srl. in numbers

**- a short
overview.**



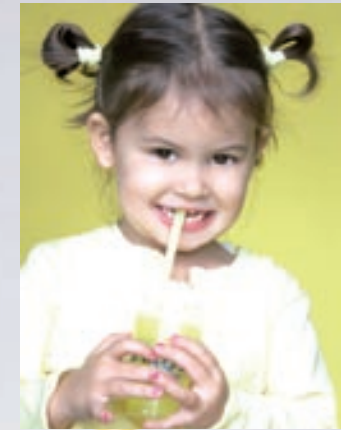
Over the last years, Marco Lucchetta has been able to set up more than 100 franchise partners as young entrepreneurs. "Every single one of our franchise partners requires not more than one or two workers for a full businesses run. That implies a creation of around about one too two hundred new jobs. The entire need of fresh fruits of our partners, amounts to 1000,000 kg of fresh fruitand 500,000 litres of fresh spring water per year: Indeed a lot of numbers, but you find real people standing behind them, who realize our ideologyday after day. Our products and drinks appeal to an unrestricted target group and convince both the manager and the child. This makes us proud."

Lemonbar Drink's.

The variety of nature inspires us to invent something new. The product range of the Lemonbar consists of altogether 15 non- alcoholic drinks and 20 slightly alcoholic fruit cocktails.

“Our drinks have gained cult status. We tested and experimented for quite a long time to create a distinctive taste.

You want us to disclose our secret? It is understandably that this is only passed on to our partners. Our philosophy? To take in the full power of the fruits combined with fresh spring water.



Caipirinha Orange



Lo Mix



Lemon classic

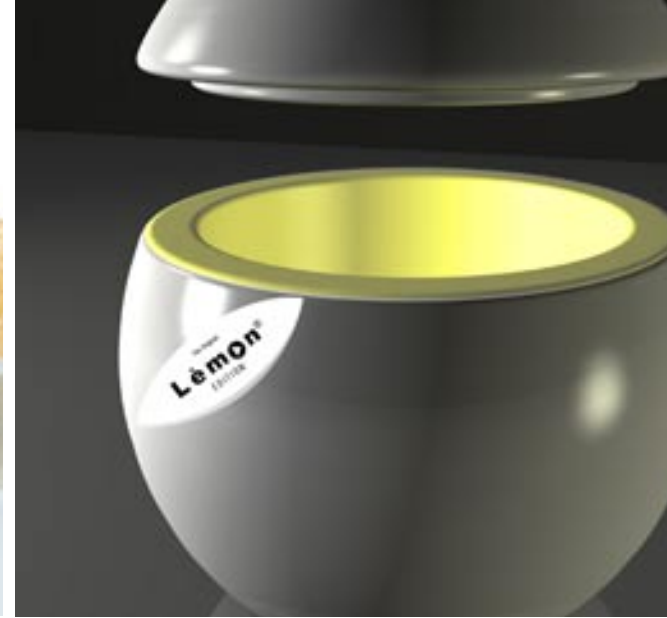


Flo Mix



Mega Mix





Lemonbar
Edition.



The Lemonshops complete the ideology. "Our "Lemon edition", a special selection of exquisite and individual products, raised to highest quality standards. For we spare no effort to search for typical country goods, in the most hidden areas of this earth. Here, finally, handmade product assortments find there way, in small quantities and unusual rarity, to the consumer. Our innovative trading network supports small scale-enterprises and craft companies, but not the ambitions of capitalized industrial business groups. It fascinates me, how many possibilities are to be found in a single fruit. The jam jar is an object of desire, the package design is a gem."



Fascination. www.Lemonbar.it

„Together we will conquer the world. Utilizing dedication and passion. That is our prescription for success.”

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