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From Kitchen Table to Island Shelves, Juju & Cece's Marks Five Years of Lemonade Success

What started as two sisters' playful idea has grown into a thriving brand with 13 flavors, retail presence across the Virgin Islands, and a mission supporting youth and women, now marking five years with a St. Croix pop-up and the JACS.GAMES launch.

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A collage capturing Juju & Cece's journey, from their food truck and school achievements to the love and support of their parents.

ST. CROIX — What began as a playful request during the height of the pandemic has grown into one of the Virgin Islands' most inspiring business stories. Five years ago, sisters Julieta and Gracie Reid Ventura walked into their family's kitchen and told their mother, "We want to start a

lemonade stand.” That moment ignited a journey that would become Juju & Cece’s Lemonades, a brand that blends resilience, creativity, and community support with a guiding promise of “Honest and Gooood.”

Caribbean Flavors on Every Shelf

Juju & Cece’s now offers thirteen lemonade flavors inspired by Caribbean fruits and botanicals. Among the favorites are Hey Mango Let’s Tango! (Mango Peach), Find Your Passion (Passion Lime), Easy Peasy Lemon Squeezy (Original Lemonade), Shake Your Tambourine (Tamarind Lemonade), Too Cool for School (Cucumber Lemonade), Hola Carambola! (Carambola Passion), Laughing Lemongrass (Lemongrass Lemonade), Sorrel Not Sorry (Sorrel Lemonade), and Have a Gooseberry Day (Gooseberry Golden Apple). The brand is preparing to release a new blend, Guava Pine Gingitsu, combining guava, pineapple, and ginger for another creative burst.

From Dozens to Thousands

What started with dozens of bottles has grown to thousands now sold across the Virgin Islands. Juju & Cece’s products are stocked in Cost U Less on both islands, The Market STX and STT, Moe’s at four locations, Plaza Extra, Falcon, Quality Foods, Chicken Shack, Stop and Shop, Armstrong’s Ice Cream, Foodtown, Quickserve, GMax, Gasaway, Sandy Sweets, and Henry E. Rohlsen Airport. They remain the only local juice brand carried by both Cost U Less locations, with select stores now also offering half-gallon sizes to meet increasing demand.

Family Roots and Community Support

The young entrepreneurs come from a family of business owners. Their mother, Ramone Reid-Ventura, is the founder of [Cultured Naturals Body Care](#), while their father, Mikey Ventura, runs [MV’s Exterminating](#). Their success has been fueled not only by family effort but also by a supportive community that has donated fruit, vegetables, and botanicals, and by retailers and customers who continue to invest in their vision. “We are grateful,” Ramone said. “Every call, every investment of time, every purchase has been part of this journey.” Mikey Ventura added, “Juju & Cece’s belongs to all of us who believed.”

Beyond Bottles: Food, Digital Innovation, and Self-Care

In 2024, Juju & Cece’s introduced a food truck at Christmas Village, serving slushies, lemonades, and JU-CE Bowls — wholesome meals inspired by Jamaican tuck shop culture. The truck will return this holiday season. Meanwhile, the sisters are preparing to launch [JACS.GAMES](#), a digital platform featuring interactive programming, STEAM workshops, and online socials. Its official soft launch is scheduled for September 20, 2025. The pair are also developing a youth-focused self-care line designed to foster confidence, empowerment, and self-love.

Education, Resilience, and Courage

The sisters’ academic performance mirrors their entrepreneurial drive. Juliett advanced from second to fourth grade after high scores on the IOWA exams, while Gracie is showing the same promise. Both have faced challenges such as bullying, but they have learned to respond with courage and resilience, turning difficulties into lessons in strength, according to their parents.

Learning From Leaders

The girls' journey has connected them with other trailblazers. Last month they met Mikaila Ulmer, who started her lemonade company at four years old, pitched it on Shark Tank, and now sells millions of bottles nationwide. They have also met Pinky Cole of Slutty Vegan, actress and entrepreneur Tabitha Brown, and Ariane Simone, co-founder of the Fearless Fund. These encounters have reinforced the sisters' sense that their path from dozens to thousands could eventually grow into millions.

A Mission With Heart

Juju & Cece's mission reaches far beyond lemonade. The company provides opportunities for at-risk youth, immigrants, women, survivors of domestic violence and sexual assault, and differently abled individuals. It emphasizes sustainable sourcing, health-conscious products, and equitable hiring.

Anniversary Pop-Up and Celebration

To celebrate five years in business, Juju & Cece's will host an anniversary pop-up sale on Saturday, September 20, from 11 a.m. to 4 p.m. at Cost U Less on St. Croix. The event will feature slushies, grab-and-go eats, and mango cups, alongside the official soft launch of JACS.GAMES. The pop-up also represents part of their effort to raise funds for machinery to ease production labor and for a vehicle to expand distribution, according to the company.

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