



JoJo's Gourmet Lemonade is moving inside Walmart

August 4, 2023

JoJo's Gourmet Lemonade, LLC has just teamed up with Reliant Construction, Inc. for the build-out of our new interior tenant space inside our first Walmart unit. Construction is currently underway at 400 Shallowford Rd in Gainesville, GA. This location has great sentimental value to Founder and CEO Joel "JoJo" Jackson because it's where he got his start over 23 years ago squeezing lemons outside from his mobile cart and satisfying customers for multiple generations with the best tasting lemonade they've ever had.

This Gainesville native son is somewhat of a local celebrity as everyone in Gainesville and North Georgia knows about JoJo's great tasting freshly squeezed gourmet lemonade. Over the years, JoJo has operated JoJo's Gourmet Lemonade at various festivals such as Gainesville's Mule Camp, Gold Rush and the Braselton Antique and Art Festival. JoJo also took his delicious thirst-quenching lemonade (along with hot dogs, nachos and ice cream) to local malls like Lakeshore Mall, the Mall of Georgia and The Georgia Square Mall in Athens.

On November 1, 2021, JoJo and his new business partner, Dawn Carter, started Twisted Pretzels by JoJo providing fresh baked soft pretzels in full or bite size and various savory or sweet flavors. Now the two brands are coming together in one space – inside the Shallowford Rd Walmart in Gainesville. "Who would have thought 23 years ago that I would be opening a location inside this Walmart where it all started?" says JoJo.

The interior redesign is expected to take approximately 6 weeks.

Contact:

Joel "JoJo" Jackson

JoJoslemonade@gmail.com