Liquid Lemon Launches Fixed-Price 30-Day Shopify Storefront Sprint for DTC Brands

New productized model gives growing CPG and DTC brands a fully custom Shopify storefront in 30 days for $9,500 ahead of the 2026 holiday season.



Liquid Lemon's Liquid Sprint delivers a custom Shopify storefront in 30 days for $9,500.

CLEARWATER, FL, UNITED STATES, September 8, 2026 /EINPresswire.com/ -- Liquid Lemon, a Shopify and Shopify Plus design and development studio serving consumer packaged goods (CPG) and direct-to-consumer brands, today announced The Liquid Sprint, its fixed-price 30-day Shopify Storefront Sprint, a productized engagement that delivers a custom Shopify storefront in 30 days for $9,500.

The model gives growing brands a defined scope, price and launch timeline before development begins. Rather than billing hourly or extending projects through open-ended discovery and change orders, Liquid Lemon scopes the storefront upfront and completes the design and development within a single 30-day sprint.

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>
> *Nick Scott, Founder and CEO, Liquid Lemon*

The launch comes as consumer brands prepare their ecommerce operations for Black Friday, Cyber Monday and the 2026 holiday shopping season. For brands that need to redesign or replace an underperforming Shopify storefront before Q4 demand peaks, the 30-day format provides a defined path from project kickoff to launch.

"Most founders we talk to do not need more layers of agency process. They need a better storefront, a clear scope and a price they can plan around, and they want to work directly with the people building it," said Andrew Zam, co-founder of Liquid Lemon. "We productized the engagement around that: one price, one timeline and a storefront that is still fully custom."

Liquid Lemon custom-designs and custom-develops each storefront rather than assembling the site from pre-built theme sections. Projects can include custom homepages, product pages, collection templates, navigation, cart and upsell experiences, mobile-first interfaces and other conversion-focused functionality based on the brand's requirements.

The $9,500 Liquid Sprint is designed for qualifying Shopify projects that fit within the standard scope. Brands with additional technical requirements, large catalog restructuring, complex migrations or other expanded needs receive a defined scope and price before development begins.

"A generic theme can get a brand online, but it is not built around the specific customer journey and conversion goals of that brand," said Nick Scott, founder and CEO of Liquid Lemon. "Whether a brand is scaling or just starting to put real budget behind ads, the storefront is where that spend either converts or leaks. We built The Liquid Sprint for brands that need a store built to convert without turning it into a six-month project."

Liquid Lemon primarily works with CPG and DTC companies building or scaling on Shopify and Shopify Plus. The studio's experience spans food and beverage, beauty, wellness, apparel and other consumer categories, including both new storefront development and redesigns for established ecommerce brands.

More information about The Liquid Sprint and Liquid Lemon's Shopify storefront services is available at liquidlemon.co.

About Liquid Lemon

Liquid Lemon is a founder-led Shopify and Shopify Plus design and development studio serving CPG and direct-to-consumer brands. The studio designs and develops custom Shopify storefronts focused on creating high-converting shopping experiences and supporting ecommerce growth, giving brands direct access to the team building their store rather than layers of account management.

Its productized storefront model, The Liquid Sprint, provides qualifying brands with a fixed scope, fixed price and fixed 30-day timeline.

Learn more at liquidlemon.co.

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