

2023 GSSN Cookie Program



The 2023 GSSN Cookie Program

1. Purpose of the Cookie Program
2. ABC Bakers and cookie line-up
3. What's new this year
4. Where to find resources
5. Cookie booth tips
6. Direct Ship pricing updates

5 Skills...The Girl Scout Cookie Program is more than selling cookies...



Goal Setting

Girls set cookie sales goals and, with their team, create a plan to reach them. This matters because girls need to know how to set and reach goals to succeed in school, on the job, and in life.



Decision Making

Girls decide where and when to sell cookies, how to market their sale, and what to do with their earnings. This matters because girls must make many decisions, big and small, in their lives. Learning this skill helps them make good ones.



Money Management

Girls develop a budget, take cookie orders, and handle customers' money. This matters because girls need to know how to handle money—from their lunch money to their allowance to (someday) their paycheck.



People Skills

Girls learn how to talk (and listen!) to their customers, as well as how to work as a team with other girls. This matters because it helps them do better in school (on group projects, on sports teams, and on the playground) and, later, at work.



Business Ethics

Girls act honestly and responsibly during every step of the cookie sale. This matters because employers want to hire ethical employees—and the world needs ethical leaders in every field.

Entrepreneurship Badges & Pins

When you sell Girl Scout Cookies, you practice goal setting, decision making, money management, people skills, and business ethics—as you learn to think like an entrepreneur. You can earn badges and pins each year you run your own Girl Scout Cookie business. Then explore your own business idea by earning an Entrepreneur badge.

	Cookie Business			Financial Literacy		Cookie Entrepreneur Family	Entrepreneur		
Daisy	 My First Cookie Business	 Cookie Goal Setter	 Money Explorer	 My Money Choices	 Year 1 and 2 Cookie Entrepreneur Family Pins		 Toy Business Designer		
Brownie	 My Cookie Customers	 Cookie Decision Maker	 Budget Builder	 My Own Budget	 Year 1 and 2 Cookie Entrepreneur Family Pins		 Budding Entrepreneur		
Junior	 My Cookie Team	 Cookie Collaborator	 Budget Maker	 My Money Plan	 Year 1 and 2 Cookie Entrepreneur Family Pins		 Business Jumpstart		
Cadette	 My Cookie Venture	 Cookie Market Researcher	 Cookie Innovator	 Budget Manager	 My Money Habits	 My Dream Budget	 Year 1, 2, and 3 Cookie Entrepreneur Family Pins		 Business Creator
Senior	 My Cookie Network	 Cookie Boss	 Savvy Saver	 My Financial Power	 Year 1 and 2 Cookie Entrepreneur Family Pins		 Business Startup		
Ambassador	 My Cookie Business Resume	 Cookie Influencer	 Financial Planner	 My Financial Independence	 Year 1 and 2 Cookie Entrepreneur Family Pins		 Entrepreneur Accelerator		



CARAMEL
DELITES



PEANUT
BUTTER
SANDWICH



THIN MINTS



PEANUT
BUTTER
PATTIES



TREFOILS



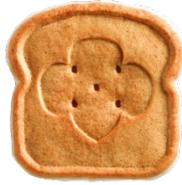
RASPBERRY
RALLY



ADVENTUREFULS



LEMONADES



TOAST-
YAY!



CARAMEL
CHOCOLATE
CHIP

ABC stands for
AMERICA'S
BEST COOKIES



Where do we get our cookie power?

OUR U.S. BAKERIES



OUR PURPOSE:
To be the world's most
trusted partner in food

- World class manufacturing
- Partnership and service
- Total cost solutions



11,000+
employees



3,500
suppliers
+



43
facilities

We service companies with the world's most iconic brands – like Girl Scouts!

Baking



Refrigerated & Frozen



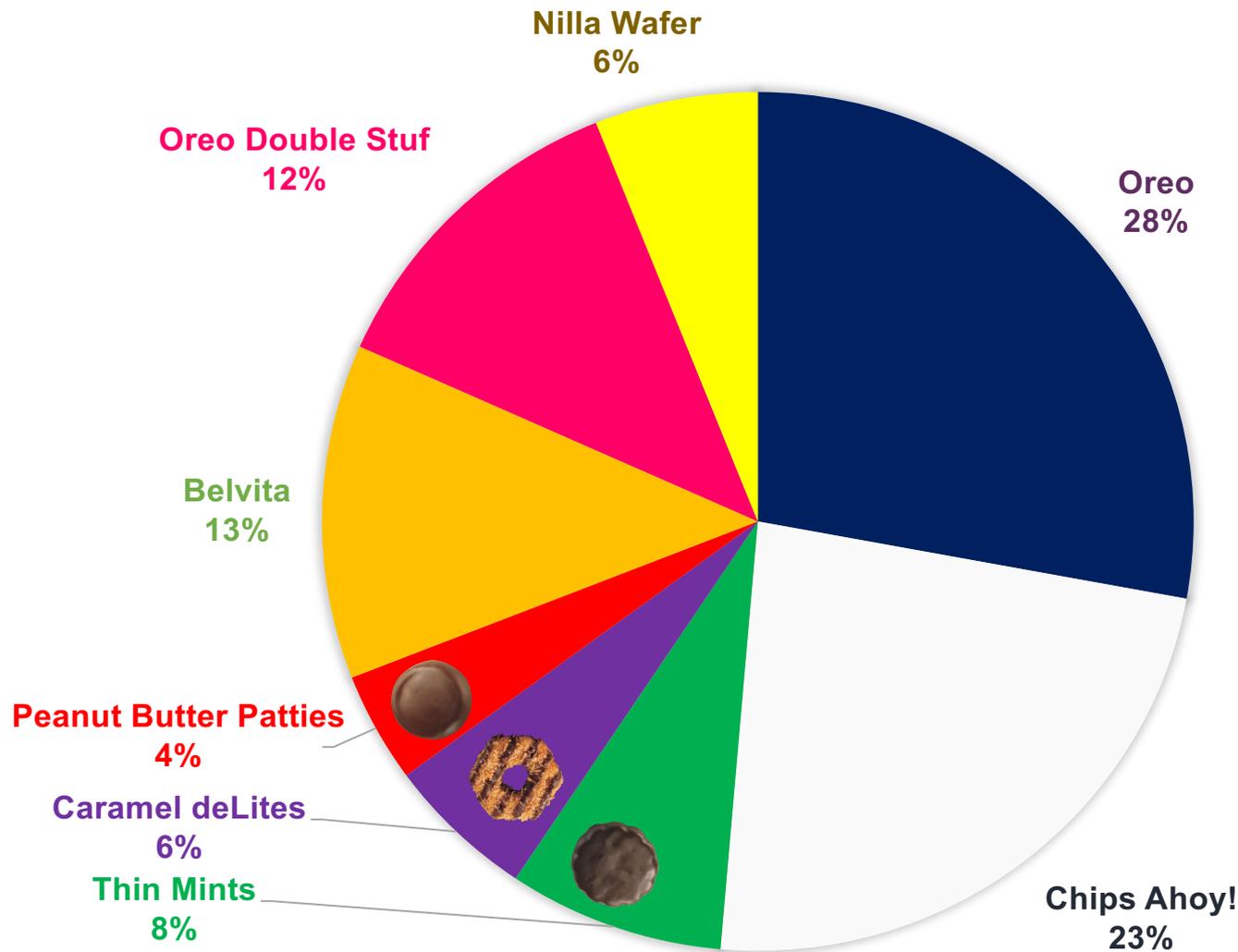
Bars & Components



Packaging



3 GS cookies are in the top 8 retail sellers



Source: IRI Total US Outlet Report April 18, 2021

Confidential & Proprietary

ABC Bakers Choice Cookies





Toast-yay!



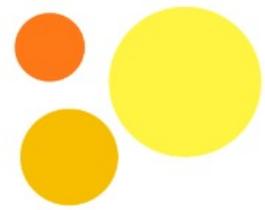
Toast-Yay!™

YAY! French Toast inspired cookies dipped in delicious icing and full of flavor in every bite!

5% average Council mix

Contains: wheat, soy.

Manufactured in a shared facility with: milk, peanuts, coconut



Lemonades



ONLY AT ABC!

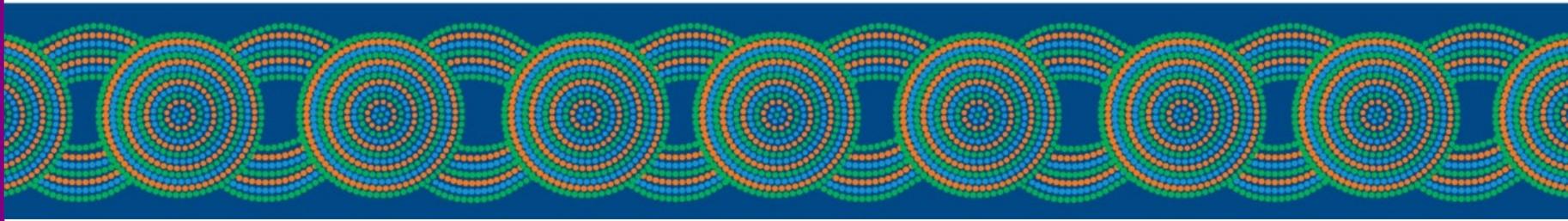
Lemonades®

This original treat features the slightest hint of lemon, for a refreshing, completely unique flavor that stands out as a beloved Girl Scout staple!

Highly sought after cookie with Council mix percentages reaching +13%

Contains: soy, wheat.

Manufactured in a shared facility with: milk, peanut, coconut



Caramel Chocolate Chip



- ✓ New recipe for 2023
- ✓ Allergen-free (peanut, tree nut, gluten AND NOW EGG FREE!)
- ✓ Made with real chocolate
- ✓ Re-sealable pouch



ABC Bakers' cookie features

- Kosher
- Zero trans fats
- No partially hydrogenated oils
- No high fructose corn syrup
- Halal certified
- Certified Sustainable Palm Oil/RSP0 (exception is Gluten Free cookie)
- Recyclable cartons, trays (check locally)

Current GSUSA-owned names (IP)

- Thin Mints, Trefoils, Toast Yay! (ABC's French Toast-inspired cookie launched in 2021), Adventurefuls, Raspberry Rally



ABC offers healthful features for consumers at no additional cost



✓ **4 Varieties are Vegan**

Girl Scout Cookies®

2023 Food Allergens Guide

	CONTAINS (Y) OR MANUFACTURED IN A SHARED FACILITY WITH (M)					DOES NOT CONTAIN				CERTIFICATIONS		
	Wheat	Soy	Coconut	Milk	Peanuts	NO High Fructose Corn Syrup	NO Artificial Colors	NO Preservatives	NO Trans Fat	Certified Gluten Free	Made with Vegan Ingredients	Certified Kosher OU-D and Halal
 Adventurefuls™	Y	Y	M	Y	M	Y	Y	Y	Y			Y
 Toast-Yay!™	Y	Y	M	M	M	Y	Y	Y	Y		Y	Y
 Lemonades®	Y	Y	M	M	M	Y	Y		Y		Y	Y
 Trefoils®	Y	Y	M	Y	M	Y	Y	Y	Y			Y
 Thin Mints®	Y	Y	M	M	M	Y	Y	Y	Y		Y	Y
 Peanut Butter Patties®	Y	Y	M	M	Y	Y	Y	Y	Y		Y	Y
 Caramel deLites®	Y	Y	Y	Y	M	Y	Y		Y			Y
 Peanut Butter Sandwich	Y	Y	M	Y	Y	Y	Y	Y	Y			Y
 Caramel Chocolate Chip						Y	Y	Y	Y	Y		Y
 Raspberry Rally™	Y	Y	M	M	M	Y	Y	Y	Y		Y	

For complete nutrition facts and ingredients, visit girlscoutcookies.org or www.abcbakers.com for more information.

The GIRL SCOUTS® name and mark, and all other associated trademarks and logotypes, including but not limited to the Trefoil Design, are owned by Girl Scouts of the USA. ABC Bakers is an official GSUSA licensee.



Our net weight and cookie count have not changed in nearly a decade!

Nutritional information can be found at abcsmartCookies.com or abcbakers.com

Cookie Variety	Net Weight	Number of Cookies	Packaging
Thin Mints	9 oz	32	2 foil sleeves, carton
Caramel deLites	7 oz	15	Foil wrapped tray, carton
Peanut Butter Patties	6.5 oz	15	Foil wrapped tray, carton
Trefoil	9 oz	20	2 clear sleeves, carton
Lemonades	8.5 oz	16	Single tray, overwrap
Peanut Butter Sandwich	8 oz	20	2 cello sleeves, carton
Toast-yay!	8.5 oz	16	Foil wrapped tray, overwrap
Adventurefuls	6.5 oz	15	Foil wrapped tray, carton

Unified Trefoils name in 2023

- Minor package and graphic changes to align with Girl Scout brand standards
- Trefoils will be the Troop Sample Cookie for 2023, shipped to SU's via standard process



Packaging updates to Caramel deLites and Peanut Butter Patties



- Saves ~70,000 trees per season
- Reduces the carbon footprint from production of the cartons
- Less diesel fuel required to ship in and out of the bakery
- Optimizes truck loads with better pallet utilization
- Depending on timing of 2023 sale councils may see both types

NEW for 2023!

The first ever online-only Girl Scout cookie*

Thin, crispy cookies infused with raspberry flavor, dipped in chocolaty coating

MADE WITH VEGAN INGREDIENTS



*Available online only to be direct shipped to consumers

Raspberry Rally

In collaboration with GSUSA, a brand new online shipped only cookie is available for the 2023 cookie season

1

Simplicity

- Less physical handling
- Shipped directly to consumers



2

Learning for Girls

- Enables girls to build selling skills, pitching to her customers in person, and online, where shoppers are buying across channels for convenience

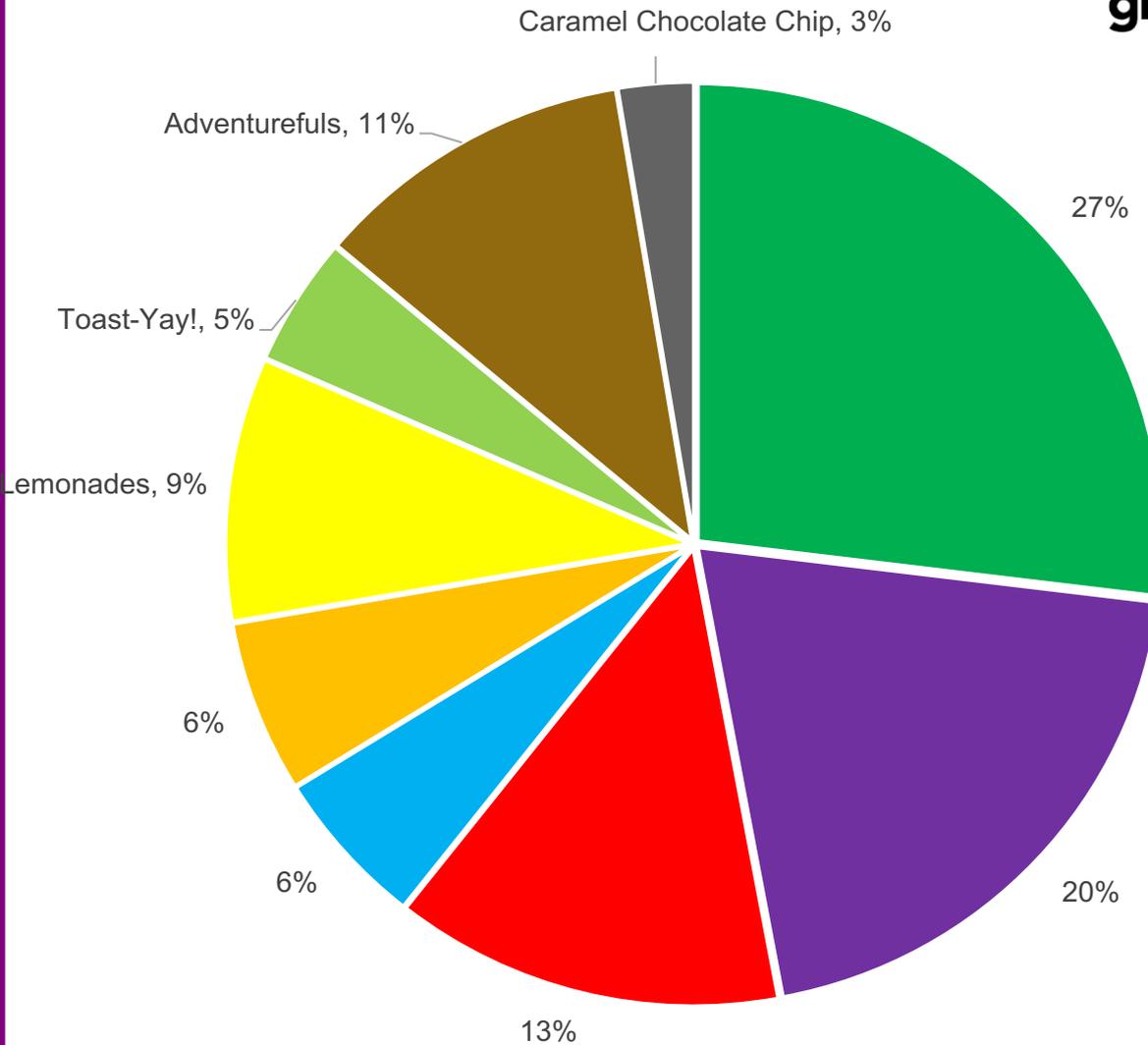
3

Building Consumer Excitement & Growth

- Product concept and development grounded in consumer research, with strong scores for Girl Scout Cookie consumers and overall cookie buyers nationwide

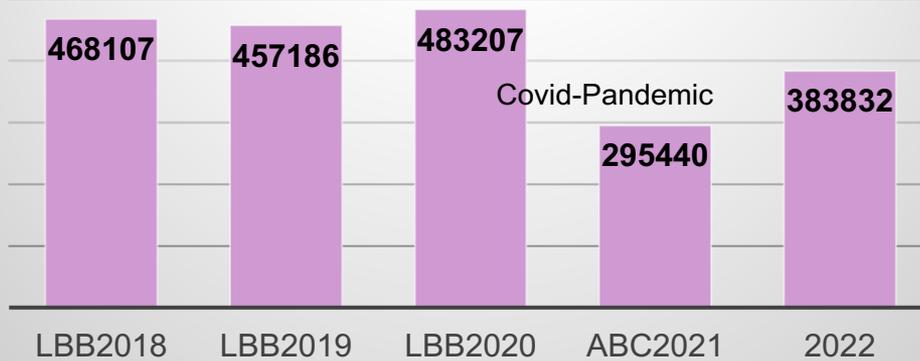
Your Council's Variety Mix 2022

girlscouts[®]
of the sierra nevada



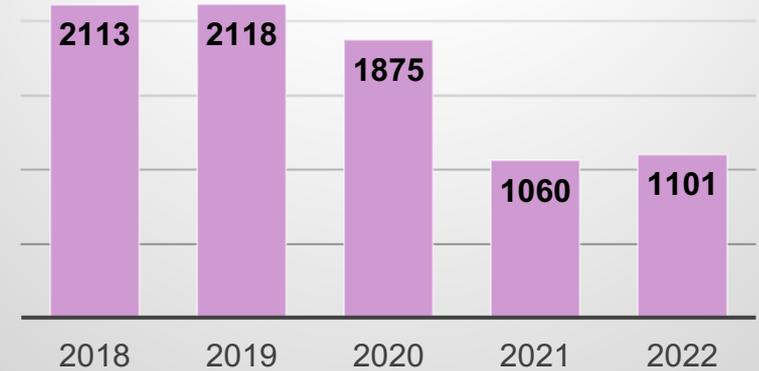
Your cookie program

Troop packages sold

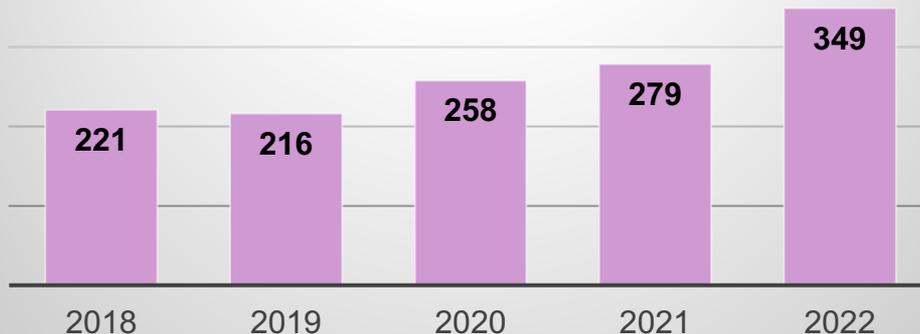


girl scouts 
of the sierra nevada

Girls selling



Average packages sold per girl





Theme and mascot

**Go Bright Ahead
“GBA”**



2023 Reward Insert

My Goal:

Set Your Cookie Goals

The Girl Scout Cookie Program begins January 2, 2023.

girl scouts
of the sierra nevada

www.gssn.org
775-322-0642

25+
Pkgs



Theme Patch

50+
Pkgs



Metallic Sunglasses

100+
Pkgs



32 oz Mood
Bottle

200+
Pkgs



Large Plush

325+
Pkgs



Beach Towel

500+
Pkgs



Girl Scout Day at Wild Island
OR Wireless Speaker

650+
Pkgs



Crossbody Bag

850+
Pkgs



T-shirt AND
Sport Bag

1,000+
Pkgs



1000 Box Club Party
OR \$50 GS Bucks

1,500+
Pkgs

Choose Your
Adventure
*(only one day program
available May-August)*



2,000+
Pkgs



Sharks in the Dark (Six Flags)
OR \$75 GS Bucks

2,500+
Pkgs



Laptop OR \$100 GS Bucks

Gift of Caring

15+
Pkgs



Cookie Share Patch

Direct Shp

25+
Pkgs



Cookie Techie Patch

Cookie Booth

1
Booth



Cookie Booth Patch
Attend and Record Sales at Our Cookie Booth





Driving Change and Possibility

As an officially licensed Girl Scout Cookie baker since 1937, we believe that giving girls new experiences is what drives the future - and cookies are the currency to get there

Learn More



Sign In

Email or Username

charding@gssn.org

Password

.....

Forgot your username or password?

Sign In



ALSO VISIT
girlscoutcookies.org
girlscouts.org

APPS
Smart Cookies Mobile - [App Store](#) or
[Google Play](#)

GSUSA COOKIE FINDER APP

Cookie Program Online Resources

From our art gallery of images to ABC's YouTube channel with helpful videos designed to navigate Smart Cookies, there are resources available for everyone



FLICKR ART GALLERY FOR VOLUNTEERS

Create your own flyers with seasonal clip art

<https://www.flickr.com/photos/abcbakersvolunteergallery/albums>



SMART COOKIES TECH SUPPORT IS ALWAYS OPEN

Call: 1-800-853-3730

NOTE NEW EMAIL ADDRESS:

Email: ABCSmartCookieTech@hearthsidefoods.com



ABC SMART COOKIES YOUTUBE CHANNEL

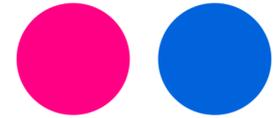
Just In Time videos for all user levels of Smart Cookies, designed to help you navigate through every phase of the cookie program

<https://www.youtube.com/user/ABCCouncils>

Volunteer Program Resources Continued

Resource Location	What Can I Find There?
ABC Bakers Facebook page Lemonades Facebook page	Baker and Lemonade Facebook pages
www.abcsmartcookies.com/cookies	Cookie variety details, nutritional information
https://www.youtube.com/user/ABCCouncils	ABC Smart Cookies technology Training videos for Volunteers, Girls and Caregivers and safe selling tips
https://abcsmartcookies.com/resources/	Rally Guide, Allergen Flyer, Troop Goal Poster, Cookie Calculator, standard forms

2023 Flickr art gallery



<https://www.flickr.com/photos/abcbakersvolunteergallery/albums>

All theme-related artwork is available in our Flickr gallery with access through Smart Cookies (far right corner of every page) or by clicking the above link

Corners



Borders



Patterns



2023 Theme Clip Art



2023 Goal Chart



The 2023 Goal Chart is located at www.abcsmartcookies.com/resources

About Girl Scout Cookies

For Cookie Sellers

For Cookie Volunteers ▶

COOKIES+ > FOR COOKIE

- ABOUT GIRL SCOUT COOKIES
- FOR COOKIE SELLERS
- FOR COOKIE VOLUNTEERS



For Cookie Volunteers

[Click here to register as the TPSC for your troop.](#)

With your help, girls can make their dreams come true through participating in the Girl Scout Cookie program. They'll learn 5 Skills for life and have a lot of fun along the way. As a volunteer, you'll introduce

YOUR NEXT STEP

POWERED BY
GIRL SCOUTS!

RENEW TODAY

Recognitions & Troop Proceeds



Cookie Pricing

**New for 2022-2023

- \$6.00 per package core cookies
- \$6.00 per package Gluten Free



2023 New Troop Proceed Structure

Main Plan = \$1.00 per box, plus individual girl prizes (cumulative)

Older Girl Opt Out plan = \$1.05 per box, plus cookie patches

* To opt out, all girls in the troop must be in 6th grade or higher and all girls must agree to not receive prizes (only cookie patches). The troop must email their SUPSC and receive confirmation before January 20th in order to opt out of prizes.

How the Cookie Crumbles



Did you know? All proceeds from Girl Scout Cookies® stay local!

When you purchase Girl Scout Cookies from a young, budding entrepreneur, you're supporting her success today *and* tomorrow. Girl Scout Cookies' proceeds stay local to:



Cover the costs of running the Girl Scout Cookie Program, including the costs of cookies, materials, and logistics.



Fund Take Action projects for the community and amazing girl-led adventures for troops.



Help councils provide Girl Scout programs in STEM, the outdoors, life skills, and entrepreneurship, as well as camps, leadership training, and more!

The Girl Scout Cookie Program is the largest girl-led entrepreneurial program in the world!

Banking and Finances

All troops must have a current ACH on file in order to sell cookies.



Cookie Booths





Booth Etiquette

1. Respect the business and its customers.
2. Represent all Girl Scouts.
3. Keep safety of girls in mind at all times. Two to four girls and two adults.
4. Be kind to your sister troops when setting up and tearing down your booth.
5. Teach the girls the five skills.
6. Have fun!

Direct Ship Program



2023 Changes to Direct Ship Program

- Standard shipping flat rate will increase from \$12.50 to \$14.99 for every 12 packages
- Subsidy minimum package requirements will increase from 6 packages to 9 packages.
- Subsidy shipping rate will be \$7.49 starting at a 9 package minimum (50% of the standard shipping flat rate of \$14.99). A reminder that your Council pays half of the subsidized shipping cost.
- An updated gift box design with GSUSA graphics will be available during the 2023 cookie season. ABC will ship the new gift box design once existing gift box inventory runs out.

2023 Direct Ship Shipping Fee Schedule

2023 ABC Shipping Fee Schedule

***Blue rows indicate subsidy eligible count*

NUMBER OF PACKAGES		BASE SHIPPING COST	SUBSIDY SHIPPING COSTS
1	8	\$ 14.99	\$ 14.99
9	12	\$ 14.99	\$ 7.49
13	20	\$ 29.98	\$ 22.48
21	24	\$ 29.98	\$ 14.98
25	32	\$ 44.97	\$ 29.97
33	36	\$ 44.97	\$ 22.47
37	44	\$ 59.96	\$ 37.46
45	48	\$ 59.96	\$ 29.96
49	56	\$ 74.95	\$ 44.95
57	60	\$ 74.95	\$ 37.45
61	68	\$ 89.94	\$ 52.44
69	72	\$ 89.94	\$ 44.94
73	80	\$ 104.93	\$ 59.93
81	84	\$ 104.93	\$ 52.43
85	92	\$ 119.92	\$ 67.42
93	96	\$ 119.92	\$ 59.92
97	104	\$ 134.91	\$ 74.91
105	108	\$ 134.91	\$ 67.41
109	116	\$ 149.90	\$ 82.40
117	120	\$ 149.90	\$ 74.90
121	128	\$ 164.89	\$ 89.89

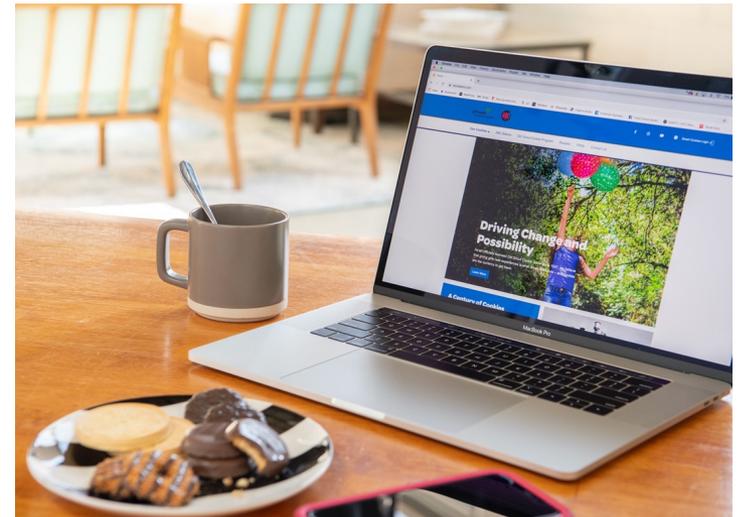
Direct-Ship Process & Customer Support

- 1. Customer will receive an email to confirm their direct-ship order, which includes an order #.**
- 2. Orders typically leave the warehouse within 72 hours and will be received by the customer in 10 - 14 days.**
- 3. Customer will receive an email when the order ships from Fed Ex.**

For direct-ship inquiries:

- ABCSmartCookieDirect@hearthsidefoods.com**
- Include name, order number and email for faster service**

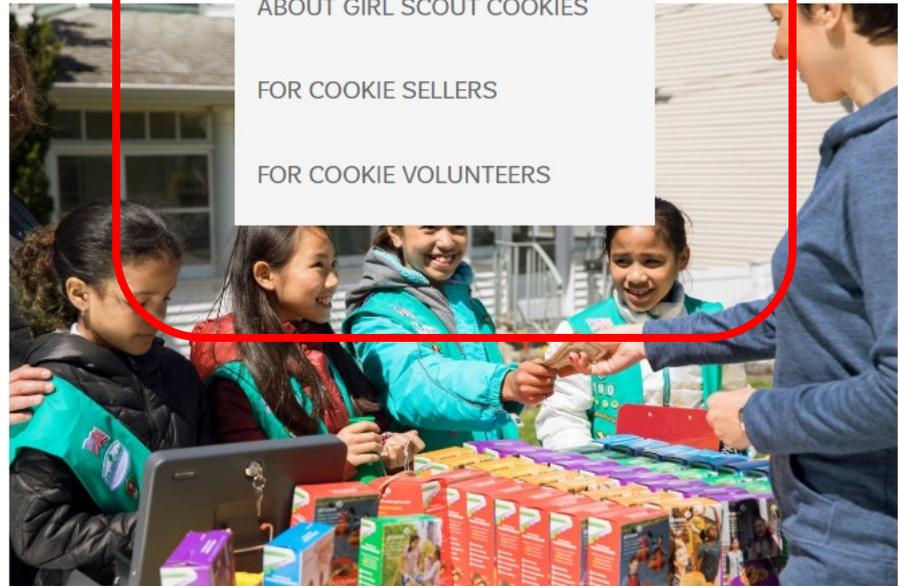
Note: Direct-ship orders cannot be cancelled or changed to Girl Cookie delivery orders.



Important Program Dates

- January 2 Order taking and online sales begins
- January 22 Initial Orders due in Smart Cookies
- Feb 8 -15 Cookies distributed from O'Briens
- Feb 17 Cookie Booths Begin
- March 3 – 5 National Cookie Weekend
- March 3 First ACH from Troop account
- March 12 Last Day of cookie booths/online sales
- March 17 Final ACH from troop account
- March 18 Final reward orders due in Smart Cookies

- About Girl Scout Cookies
- For Cookie Sellers
- For Cookie Volunteers** ▶



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Questions?

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girlscoutshelp@gssn.org

or 775-322-0642

Resources:
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GSSN.org
Cookies tab/Cookie Volunteer

