



## 2023 Cookie Season FAQs

1/23/2023

### Raspberry Rally

- **When will the Raspberry Rally Cookie be back in stock?**

We've learned from ABC Bakers that due to high demand, the Raspberry Rally cookie is now expected to be back in stock on **February 10, 2023**. Originally, they informed us it would be **February 6, 2023**.

- **Will this pause impact current orders?**

ABC Bakers confirmed with us that this pause **does NOT** impact any **CURRENT** orders.

- **The timing and availability has been changing when it comes to the Raspberry Rally supply. Is this going to continue?**

Unfortunately, yes that is a possibility. Prior to the start of cookie season, ABC stated that they expected there would be times throughout the cookie season when the Raspberry Rally would be out of stock due to the expected high demand for this new cookie and that supplies would be limited. Although we are aware the dates and supply will change regarding the Raspberry Rally flavor, we are committed to keeping you all informed. This is also a selling point for our girls to encourage their customers to buy the Raspberry Rally when available as the supply is limited.

- **What is the new Raspberry Rally Cookie?**

The Raspberry Rally Cookie has a pink crisp raspberry flavored center and is dipped in the same chocolate coating as our popular Thin Mint cookie. For more information, visit [the Meet the Cookies](#) page on our website.

- **Why is Raspberry Rally only available online?**

The Girl Scout Cookie Program is all about teaching entrepreneurship. When searching for new opportunities for girls GSUSA considered simplicity, new skills, and building overall excitement for everyone. This approach enables girls to learn entrepreneurship through their own online business by building relevant omni-channel selling skills, pitching to customers online, and providing convenience.

Expanding the Girl Scout Cookie lineup through an online exclusive allows us to provide girls additional opportunities to grow their digital sales and more rapidly respond to eCommerce trends and consumer desires for innovative Girl Scout cookie options. As eCommerce continues to grow and expand, online-only exclusives are a common experience for consumers. During the pandemic, Girl Scouts successfully pivoted to online-only cookie sales tapping into their creative and entrepreneurial skills to meet their cookie goals.

- **Concern about shipping and handling costs**

Each year, GSUSA works with private shipping vendors to determine and set the shipping cost of Girl Scout Cookies shipped directly to consumer homes. These prices are driven by each individual vendor and are not set by Girl Scouts of the USA or Girl Scouts of Western New York. As we know any shipping fee incurred by a consumer is not ideal, GSWNY will continue to offer subsidized shipping rates on 9 packages of cookies purchased through the direct ship delivery method.

- **Is Raspberry Rally being sold online because of the pandemic or issues with the 2022 cookie sale?**

The decision to sell Raspberry Rally Cookies exclusively online was made before the pandemic by GSUSA and Bakers. Planning for the production and rollout of a new Girl Scout Cookie takes much time, preparation, planning, and resources. Offering the Raspberry Rally Cookie to the Girl Scout Cookie lineup through an online exclusive offers girls additional opportunities to grow their digital sales and respond to eCommerce trends that consumers and Girl Scouts are seeing across all markets.

- **Can I purchase a large quantity and distribute them to sell at booths?**

The Raspberry Rally cookie is only available for purchase on girls' digital platforms. It is not available for in-person sales and Cookie booths. GSUSA and GSWNY highly discourage Troops/Girl Scouts to purchase large quantities of Raspberry Rally Cookies to offer for in-person and Troop Cookie Booths, as the goal of the online exclusive cookie is to provide opportunities to grow their digital business through creative ways and understand the current eCommerce we all are

facing today. We are confident that our volunteers, families, and Girl Scouts will model and practice good business ethics, being honest and fair when participating in the Girl Scout Cookie Program.

- **Is Raspberry Rally Vegan?**

The Raspberry Rally cookie is made with vegan ingredients. You can find additional information on our [Meet the Cookies page](#).

- **Will members be able to sell the cookies at cookie booths?**

The Raspberry Rally Cookie is exclusively sold on digital platforms including Digital Cookie and ABC Smart Cookie for direct shipment only. Girls can take Raspberry cookie orders on their digital cookie sites and have them shipped directly to the purchaser. In person, delivery is not available.

- **What about customers who ask at my booth?**

Raspberry Rally can be ordered and shipped directly to the customer by using a girl's or troop's Digital Cookie or ABC Smart Cookie link. Girl Scouts can also work with troop leaders and/or parents to create a QR code that can be shared with customers who visit the booth. Additional ordering information is available on a postcard-sized handout that customers can refer to when they are ready to reorder anytime.

Remind customers that the online-only option applies to Raspberry Rally only at this time. The primary Girl Scout Cookie varieties are readily available at the booth and on our approved digital selling platforms, including top sellers like Thin Mints and the new Adventurefuls that debuted last year. Customers can pick up their Girl Scout Cookies at the booth and replenish their supply for delivery to their homes at a later date.

- **Is the new Raspberry Rally cookie gluten-free?**

The new Raspberry Rally Cookie is not gluten-free. Girl Scouts of Western New York partners with ABC Bakers which has the gluten-free cookie - Caramel Chocolate Chip.

### **Does Raspberry Rally Use Palm Oil?**

Like most baked snacks sold in the United States, palm oil is the most widely used vegetable oil in the world and is an ingredient in Raspberry Rally. Per GSUSA's licensed bakers, it is necessary to use palm oil in our cookies because of its unique ability to provide volume and texture in baked goods, usually without adding trans fats. Additionally, growing palm oil requires less land in comparison to other vegetable oils and supports the livelihoods of more than 4 million farmers globally. Although we continue to explore alternatives, currently, there are no viable or

readily available alternatives for use in the production of Girl Scout Cookies. We have created a [2022 Palm Oil Toolkit](#) where additional messaging and FAQs can be found.

- **Who picked the new cookie?**

The GSUSA Cookie team worked with both bakers as well as members of the Product Sales Advisory Team and Cookie Steering Co. to develop a cookie that is both delicious and exciting!

## **Cookie Price Change**

### **Why did Girl Scouts of WNY need to increase the cookie price?**

- To maintain and expand our high-quality programming and services for girls and adults, the price for cookies has been increased from \$5 to \$6. The price GSWNY pays our baker per package has increased. Distribution and storage expenses also have increased and are related to supply chain issues such as labor and fuel costs.
- We don't take any price increases lightly. Currently, the economic state of inflation is taking a toll on several industries and organizations. Due to the increasing costs of supplies, shipping, and fuel, GSWNY has had to make a tough decision, like many other companies, to increase prices.
- Our shared mission at GSWNY is to build girls of courage, confidence, and character who make the world a better place. Our cookie program supports this mission by giving girls hands-on experience in setting goals, running their own cookie businesses, and embarking on their lifelong leadership journeys.
- Girl Scouts, parents, and volunteers have advocated for raising troop proceeds and the cookie price increase is an opportunity to achieve that. Additionally, many girls and volunteers receive financial aid to participate in Girl Scouts, and the cookie program is one way we help support those girls and adult volunteers.
- We hope that our customers realize that when they buy cookies, they are doing much more than purchasing a treat: they are inspiring generations of Entrepreneurs, promoting sisterhood, stewardship, and social impact, and investing in strong leaders for a better tomorrow.

**Isn't this price increase making it harder for our Girl Scouts to sell cookies and earn funds?**

- We understand the impact these changes may have, and we have plans to support the success of Girl Scouts, troops, and our council. Here are some ways we are investing to support girls' success in this year's program:
  - **Troop proceeds:** For 2023, we are raising the base proceeds by 20% accordingly - to \$.90 per package from \$.75. Cadette, Senior, and Ambassador troops will still have the option to earn an additional \$0.13 per package, and if the troop's PGA is 350, they'll earn an additional \$.05 – making the total possibly earned to \$1.08 per package - that's up from \$.95.
  - GSWNY subsidizes reduced-rate shipping. E-Commerce customers will pay only half shipping when they order 9 or more packages online. Please [click here](#) to see the attached flyer for more information.
- It is possible that the increase in the price per package could impact the quantity of packages a customer may choose to purchase. The increase in troop proceeds per package will offset a decrease in the quantity of cookie packages sold by our Girl Scouts when it comes to earning troop proceeds. Girl Scout cookie recognitions have been set accordingly. In 2022 GSWNY Girl Scouts sold an average of 214 packages of cookies. Our initial order recognitions for 2023 have been kept at 180 and 190 to account for any potential drop in sales due to the cookie price increase.

#### **Why doesn't GSWNY cut costs instead of raising the price of cookies?**

- Our mission and purpose at GSWNY is to build courage, character, and confidence in girls.
- Our customers and communities understand the rising costs of all goods and services, and the Girl Scout Cookie program provides the majority of annual revenue for our council.
- GSWNY uses these funds to support camps, programs, and girls and volunteers while carefully investing what is necessary to sustain the organization for decades to come.

#### **Why was the price increased by \$1?**

- Looking at national cookie trends and consulting with industry experts, it was the recommendation to increase by \$1 to stay in alignment with national Girl Scout Cookie pricing and avoid multiple price increases in the future.

#### **How will the general public find out about the retail price increase?**

- GSWNY will be issuing a press release on Thursday, November 3, 2022, to inform the general public. The general public will also receive typical Girl Scout Cookie Program information as they have in the past through print and online articles and radio and TV features.
- As always, we will bring awareness to our Girl Scout Cookie Program through advertising, digital promotions, and media coverage to further support girls' efforts and promote the program's many benefits.

## **What should we be telling our customers who complain that they could buy cookies for less somewhere else?**

- Remember- this is not a “value of goods” based pricing model. Our customers understand they are supporting Girl Scouts.
- On average, 30% of customers have a Girl Scout affiliation. Girls are learning 5 Key Skills (Goal Setting, Decision Making, Money Management, People Skills, and Business Ethics). They can tell the customer their cookie plans - encourage the girls to share when a consumer approaches them.
- In a recent national survey of Girl Scout cookie customers, most responded that they needed to remember what they paid for a box of cookies from year to year.
- GSWNY’s Customer Care Team is available to field inquiries from customers. You can feel free to direct feedback to: [customercare@gswny.org](mailto:customercare@gswny.org) or 1-888-837-6410.

## **Where does the Cookie Program money go?**

- The \$6 cookie price per package is broken down into these categories: 1) cost of the cookie program (baker, technology); 2) direct Girl proceeds and recognitions, and 3) investment in girls through member services.
- Up to 21% of the \$6 package price goes directly to Girl Scouts through earned recognitions and troop proceeds.
- 52% of the \$6 package price is invested in girls through member services. Why? Our members, troops, and Girl Scouts are part of an organization, and it takes money to support our 15,500 Girl Scouts and volunteers and to operate the organization.
- Funds from the cookie program help pay for members' services and infrastructure, which include camp and programs, property maintenance, forest management, staff, insurance, rent, utilities, information technology, volunteer screening, training and support, website, marketing, and investments in equity, including financial aid.
- It's important to remember that aside from the direct cost of the cookies, 100% of the proceeds from the Cookie Program stay within our council. GSUSA does not receive funding from the council cookie program.

## **How does a retail price increase mirror a common business decision, and how can this be communicated to girls?**

- The main focus of the Girl Scout Cookie Program is to teach girls five skills essential to leadership, success, and life: goal setting, decision making, money management, people skills, and business ethics.
- To best communicate the price increase to girls, it can be presented as a business lesson, a common practice that takes place in business to ensure financial sustainability. By explaining the reasons behind why the decision was made at the council level, including inflation to increase the retail price, along with the complete picture of the return benefits in terms of proceeds and rewards, girls can

further their money management for the 2023 cookie program through informed goal setting and decision making of their own.

**Do we have to sell at the established retail price?**

- All Girl Scout Cookie Program participants must abide by our council's established retail price of \$6. This is an excellent example of business ethics because by selling at the retail price, which is established to benefit all girls in our council, Girl Scouts build trust with consumers by reinforcing what they may have encountered in terms of Girl Scout Cookie Program promotions or advertising – all information which will include the established retail price.
- Additionally, selling at the established retail price ensures an even playing field, in terms of revenue, for all girls within our council participating in the Girl Scout Cookie Program.

**Will this affect the number of cookies in the box?**

- Absolutely not. The price increase is a council decision and has no bearing on the actual product. It's also important to note that although the packaging has recently become smaller to address environmental concerns and cut down on waste, the number of cookies has not changed.

**Why is my support of this retail price increase important?**

- This retail price increase is a good thing, and it should be shared in a positive manner. Statistics show that the price of cookies is not a negative factor in terms of revenue generated through the program; however, how the price increase is communicated will affect sales.
- Plus, there are so many positives, like the fact that the girls and troops will see an increase in the funds they receive that will further aid them in their Girl Scout journey.

We aim to continue elevating the many positive benefits of the Girl Scout Cookie Program and participation in Girl Scouts. With your support, we are confident that we can positively address the retail price increase and achieve these goals!

We encourage GSWNY members to share any additional feedback on how we can best support Girl Scouts and volunteers through this change by contacting Customer Care at: [customercare@gswny.org](mailto:customercare@gswny.org)