



# 2024 Cookie Season: Communications Materials for Volunteers

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## The Girl Scout Cookie Program

### Talking Points

- The Girl Scout Cookie Program is the largest girl-led entrepreneurship program in the world, helping girls learn valuable life and leadership skills through hands-on experience, from interacting with customers and working as a team to creating budgets and processing orders.
- When you buy cookies from a registered Girl Scout, you're investing in so much more than just a box of treats – you're investing in their future by creating opportunities for them to learn, grow, and thrive.
- The net proceeds from Girl Scout Cookie sales stay local, directly supporting our council and troops. We use these proceeds to fund enriching activities and amazing experiences for girls year-round – like field trips, community projects, outdoor adventures, and more.

### Frequently Asked Questions

#### **What is the Girl Scout Cookie Program?**

The Girl Scout Cookie Program is the largest girl-led entrepreneurship program in the world, helping girls learn valuable life and leadership skills through hands-on experience, from interacting with customers and working as a team to creating budgets and processing orders.

When you buy cookies from a registered Girl Scout, you're investing in so much more than just a box of treats – you're investing in their future by creating opportunities for them to learn, grow, and thrive.

#### **Why aren't cookies available year-round?**

The Girl Scout Cookie Program is the largest girl-led entrepreneurial program in the world, but it's just one part of the Girl Scout Leadership Experience. Girl Scouts participate in various programs throughout the year that broaden their worlds, teach them essential life skills, and prepare them for a lifetime of leadership. The Girl Scout Cookie Program is just one of them!

#### **When do you start selling cookies each year? How long do you sell them for?**

Girl Scout Cookies are generally available between January and April, for a period of 6-8 weeks, but it depends on your local council. Girl Scouts has 111 local councils, and each council determines their own start and end dates for cookie season in their local market. Girl Scouts of Southern Alabama's cookie season will begin on December 9, 2023 and end on March 3, 2024 this year.

#### **What do you do with the money you make from selling cookies?**

When you buy cookies from a Girl Scout, you're investing in so much more than just a box of treats – you're investing in their future by creating opportunities for them to learn, grow, and thrive.



The net proceeds from Girl Scout Cookie sales stay local, directly supporting our council and troops. We use these proceeds to fund enriching activities and amazing experiences for girls year-round – like field trips, community projects, outdoor adventures, and more.

**Can I buy cookies online?**

Yes! You can order cookies through our Digital Cookie platform – all you need is a link from a participating Girl Scout.

If you know a Girl Scout, let them know that you'd like to buy cookies online and they'll help you make your purchase. Girl Scouts will use a personalized cookie website or their mobile app to ask their customers to make a purchase.

**Can I get cookies shipped directly to me?**

Yes! You can order cookies online and have them shipped anywhere in the United States, including Alaska, Hawaii, Puerto Rico, the U.S. Virgin Islands, and military or diplomatic locations with an APO/FPO/DPO address.

If you know a Girl Scout, let them know that you'd like to buy cookies online and they'll help you place your order for shipment. Girl Scouts will use a personalized cookie website or their mobile app to ask their customers to make a purchase.



## Girl Scout Cookies

### Talking Points

- Girl Scouts has two commercial bakers that are licensed to produce Girl Scout Cookies.
- We offer a variety of cookies that take lifestyle changes and dietary restrictions into account, including gluten-free, vegan, and kosher options.
- Girl Scout Cookies are produced in state-of-the-art facilities – where every required safety protocol is strictly adhered to – in order to prevent cross contamination of ingredients.
- If you'd like to find more information about the ingredients, nutritional value, and allergen information of Girl Scout Cookies, please refer to the cookie package, the cookie order form, or online at [Meet the Cookies](#).

### Frequently Asked Questions

#### **Who bakes Girl Scout Cookies?**

Girl Scouts has two commercial bakers that are licensed to produce Girl Scout Cookies.

#### **Why do some cookies have different names?**

Girl Scouts has two commercial bakers that are licensed to produce Girl Scout Cookies, and the names of some cookie varieties vary by baker. For example, a cookie may be called Caramel deLites when produced by one baker, and Samoas® when produced by another. While the two cookies look and taste similar, the name and recipe of the cookie may be different.

Thin Mints, Adventurefuls, and Trefoils are the exceptions – these names are used by both bakers. However, even if the cookie names are the same, the recipes may still differ.

#### **How are new cookies developed?**

Girl Scouts starts by doing a market assessment and looking into flavors that could be popular or trending with consumers, in partnership with our licensed bakers. We then collaborate with the bakers and representative council partners to develop the recipe, name the cookie, design the product and packaging, and photograph it.

#### **How can I be sure my cookies are fresh?**

Girl Scout Cookie packages is stamped with a seasonal "use or freeze by" date, which corresponds to each cookie season. For example, Girl Scout Cookies with a "use or freeze by" date of September 2024 were baked for the 2023–2024 season.



### **How do I find the ingredients, nutritional value, and allergen information for Girl Scout Cookies?**

The ingredients, nutritional profile, and allergen information for each cookie variety is clearly listed on both the cookie package and cookie order form. You can also find this information online, at [Meet the Cookies](#).

Girl Scout Cookies are produced in state-of-the-art facilities – where every required safety protocol is strictly adhered to – in order to prevent cross contamination of ingredients. The bakers stand behind the allergen notifications listed on each package of cookies. If you have additional questions, please contact the bakers directly at [www.abcsmartcookies.com](http://www.abcsmartcookies.com) or [www.littlebrownie.com](http://www.littlebrownie.com).

### **Are all Girl Scout Cookies kosher?**

Yes, all Girl Scout Cookies are kosher.

### **What was the reason for making them kosher certified?**

Girl Scouts recognizes that there are millions of people with dietary restrictions, and we are working to ensure that many customers can enjoy our delicious treats. Our bakers have produced a variety of cookies that take lifestyle changes and dietary restrictions into account, including gluten-free, vegan, and kosher options.

### **Are all Girl Scout Cookies halal?**

Yes, all Girl Scout Cookies are halal certified.

### **What was the reason for making them halal certified?**

Girl Scouts recognizes that there are millions of people with dietary restrictions, and we are working to ensure that many customers can enjoy our delicious treats. Our bakers have produced a variety of cookies that take lifestyle changes and dietary restrictions into account, including gluten-free, vegan, and kosher options.

### **Where can I find recipes using Girl Scout Cookies?**

To find and share recipes, check out the websites of GSUSA's two licensed bakers: [ABC Bakers](#) and [Little Brownie Bakers](#).

### **Who are the girls on the Girl Scout Cookie boxes?**

All the girls pictured on the packages are registered Girl Scouts.

### **Are any preservatives used in Girl Scout Cookies?**



No. Girl Scout Cookies do not contain any added preservatives.

### **Do Girl Scout Cookies have trans-fats?**

GSUSA is proud that all Girl Scout Cookies are "zero trans-fat per serving," with the same great taste that has made them one of America's favorite treats over the years. All varieties contain less than 0.5 grams trans-fat per serving, which meets or exceeds the FDA guidelines for the "zero trans-fat" designation. Selected varieties can claim 100% trans-fat-free status, meaning there's not a speck of trans fats in the whole package. For a list of specific cookie ingredients, please visit [Meet the Cookies](#).

### **Is high-fructose corn syrup used in Girl Scout Cookies?**

No, Girl Scout Cookies do not contain high-fructose corn syrup. For a list of specific cookie ingredients, visit [Meet the Cookies](#) or our bakers' websites: [ABC Bakers](#) and [Little Brownie Bakers](#).

### **Are Girl Scout Cookies "sustainable"?**

Sustainability refers to social, environmental, and economic factors that an organization addresses in order to provide value not only to consumers, but also to the world. Girl Scouts is very proud of the initiatives that are reported on annually by our licensed bakers in terms of their corporate sustainability and social responsibility. The Girl Scout commitment to "make the world a better place" is a tenet we take very seriously.

### **Should people with diabetes buy or consume Girl Scout Cookies?**

Our licensed bakers currently do not have a sugar-free cookie offering. According to the American Dietetic Association, most people with diabetes can enjoy sugars in moderation as a part of their meal plans, depending on blood glucose control and body weight. We encourage discussions regarding the use of sugar in a diabetic's diet with their doctor or registered dietitian.

ABC Bakers lists dietary exchanges on their cookie package and cookie order form and Little Brownie Bakers lists dietary exchanges on their [website](#), so people with diabetes and parents of children with diabetes can make informed choices. The amount of sugar and carbohydrates is also listed. Dietary exchanges should always be consulted, even if a product is labeled "sugarless." "Sugar free" or "sugarless" cookies are not synonymous with "diabetic cookie" labeling because of the carbohydrates.

### **What about the concerns of people on a low-carb diet?**

The ingredients and nutritional elements of all cookies are listed on the cookie order forms and the cookie packaging, so anyone concerned about carbohydrates can make informed choices. Nutritional information can also be found on [Meet the Cookies](#).

### **Don't Girl Scout Cookies contribute to childhood obesity?**



Girl Scout Cookies are sold for a short time every year and are considered a sweet treat. As with all treats, they should be enjoyed in moderation.

Starting with our youngest members, the Girl Scout organization promotes a healthy lifestyle for girls, which includes a well-balanced diet and plenty of exercise. Our health and fitness programs encourage girls to adopt healthy fitness and eating habits early in life and to continue them into adulthood. Girls are also taught to consider ingredient contribution to their overall diet and portion size when choosing snacks.

**Why don't you offer cookies that are whole wheat, wheat free, non-dairy, dairy free, sugar free, casein free, organic, low carbohydrate, low calorie, low fat, non-fat, fat free, etc.?**

Girl Scout Cookies are produced only once a year and for a limited time, so our bakers often may not achieve the volume required to support the specific production of specialty cookies. The demand has not been great enough to make it economically feasible; however, our bakers continue to experiment and GSUSA has a commitment to ensuring there is always a "healthful" cookie in our line-up.

Each of our bakers strives to use the most healthful ingredients available in the production of one of America's most treasured sweet treats. Check the labels of all the products you eat, including Girl Scout Cookies. You may just find a variety that fits within your dietary restrictions or goals.

**Is my Girl Scout Cookie package recyclable?**

Your cookie package is intended to be recyclable, but it may depend on your local recycling service whether the packaging can be accepted. The cookie carton can be recycled with paper products, and the inside trays are #6 and may be accepted with your other plastic recycling.

## Price Increases

### Talking Points

- Each of the 111 Girl Scout councils sets local Girl Scout Cookie prices based on several factors. While prices have remained steady in many areas for years, some councils have made the tough decision to raise prices, aiming to provide robust support for local troops and sustain an empowering Girl Scout experience for girls and volunteers.
- When you buy cookies from a registered Girl Scout, you're investing in so much more than just a box of treats – you're investing in their future by creating opportunities for them to learn, grow, and thrive.
- The net proceeds from Girl Scout Cookie sales stay local, directly supporting our council and our troops. We use these proceeds to fund enriching activities and amazing experiences for girls year-round – like field trips, community projects, outdoor adventures, and more.

### Frequently Asked Questions

#### **Why did you raise the price of Girl Scout Cookies?**

Each of the 111 Girl Scout councils sets local Girl Scout Cookie prices based on several factors. While prices have remained steady in many areas for years, some councils have made the tough decision to raise prices, aiming to provide robust support for local troops and sustain an empowering Girl Scout experience for girls and volunteers.

#### **Who decides whether there will be an increase? Why are some councils adjusting the price and others are not?**

Each of the 111 Girl Scout councils sets local Girl Scout Cookie prices based on several factors. While prices have remained steady in many areas for years, some councils have made the tough decision to raise prices, aiming to provide robust support for local troops and sustain an empowering Girl Scout experience for girls and volunteers.

#### **What do you do with the money generated from cookie sales?**

When you buy cookies from a registered Girl Scout, you're investing in so much more than just a box of treats – you're investing in their future by creating opportunities for them to learn, grow, and thrive.

The net proceeds from Girl Scout Cookie sales stay local, directly supporting our council and our troops. We use these proceeds to fund enriching activities and amazing experiences for girls year-round – like field trips, community projects, outdoor adventures, and more.

#### **Given the price increase, what percentage of the proceeds will troops receive now?**





As always, cookie proceeds will be shared between our council and troops to support local programming and activities for Girl Scouts.



## Inventory Shortage

**Talking Points** - *only use if there is a council-wide inventory shortage.*

- Girl Scouts of Southern Alabama's baker partner has informed our council that they are unable to meet demand for [NUMBER] varieties: [LIST VARIETIES]. As a result, these cookies will no longer be available for purchase this cookie season.
- We understand these inventory challenges can be extremely frustrating for customers and sincerely apologize for the inconvenience.
- Girl Scouts of Southern Alabama is working closely with our baker partner to navigate this issue and will share any updates as soon as they become available.

### **Frequently Asked Questions**

#### **Why are some cookies not available for purchase?**

Girl Scouts of Southern Alabama's baker partner has informed our council that they are unable to meet demand for [NUMBER] varieties: [LIST VARIETIES]. As a result, these cookies will no longer be available for purchase this cookie season.

We understand these inventory challenges can be extremely frustrating for customers and sincerely apologize for the inconvenience. Girl Scouts of Southern Alabama is working closely with our baker partner to navigate this issue and will share any updates as soon as they become available.

#### ***Who can I contact for more information?***

If you have any questions or require additional support for your order, please contact Girl Scouts of Southern Alabama Customer Care. [customercare@girlscoutssa.org](mailto:customercare@girlscoutssa.org)



## Shipping Delay

### Talking Points

- We are currently experiencing shipping delays that are impacting some online orders of Girl Scout Cookies. Girl Scouts of Southern Alabama is working closely with their logistics partners to expedite the shipping process and minimize these delays as much as possible.
- We are taking every step to ensure you receive your order as soon as possible. We sincerely apologize for the inconvenience and appreciate your support of the Girl Scout Cookie Program.

We will continue to share shipping updates as they become available. If you have any questions, please reach out to contact Girl Scouts of Southern Alabama Customer Care. [customercare@girlscoutssa.org](mailto:customercare@girlscoutssa.org)

### Frequently Asked Questions

#### **Why are my cookies taking longer than expected to ship?**

We are currently experiencing shipping delays that are impacting some online orders of Girl Scout Cookies. Girl Scouts of Southern Alabama is working closely with their logistics partners to expedite the shipping process and minimize these delays as much as possible.

We are taking every step to ensure you receive your order as soon as possible. We sincerely apologize for the inconvenience and appreciate your support of the Girl Scout Cookie Program.

We will continue to share shipping updates as they become available. If you have any questions, please reach out to Girl Scouts of Southern Alabama Customer Care. [customercare@girlscoutssa.org](mailto:customercare@girlscoutssa.org)

#### **Who can I contact for more information?**

If you have any questions or require additional support for your order, please Girl Scouts of Southern Alabama Customer Care. [customercare@girlscoutssa.org](mailto:customercare@girlscoutssa.org)



## Raspberry Rally

### Talking Points

- Raspberry Rally was introduced last year as part of a pilot online-only sales strategy. Girl Scouts developed this strategy with the goal of providing girls with new opportunities to enhance their digital sales exposure and develop their omnichannel business skills.
- While these cookies were extremely popular last year, Girl Scouts is taking a pause this season to prioritize supplying their classic varieties and refocus their efforts back to their established flavors. As a result, Raspberry Rally will not be available for order next season.
- While Raspberry Rally is on pause, all other varieties will be available for in-person and online sales for the 2024 cookie season. Raspberry Rally may return to the lineup in the future.

### Frequently Asked Questions

#### **Why aren't Raspberry Rally cookies available for the 2024 Season?**

Raspberry Rally was introduced last year as part of a pilot online-only sales strategy. Girl Scouts developed this strategy with the goal of providing girls with new opportunities to enhance their digital sales exposure and develop their omnichannel business skills.

While these cookies were extremely popular last year, Girl Scouts is taking a pause this season to prioritize supplying their classic varieties and refocus their efforts back to their established flavors. As a result, Raspberry Rally will not be available for order next season.

#### **Do you plan to pause any other cookies?**

While Raspberry Rally is on pause, all other varieties will be available for in-person and online sales for the 2024 cookie season. Raspberry Rally may return to the lineup in the future.

#### **Why was Raspberry Rally only available online?**

The Girl Scout Cookie Program is all about equipping girls with the skills of today to become the entrepreneurs of tomorrow. Raspberry Rally was offered as part of a pilot online-only sales strategy, developed with the goal of providing girls with new opportunities to enhance their digital sales exposure and develop their omnichannel business skills.

## Palm Oil

### Talking Points

- As you may already be aware, palm oil is found in the majority of baked goods sold in the United States, and it remains a necessary ingredient in our cookies to ensure their shelf life, serve as an alternative to trans fats, and bring consumers the highest quality products, per our licensed bakers.
- Girl Scouts continues to explore other alternatives to palm oil, but at this time, there are currently no viable or readily available options that would allow us to simply replace it with an alternative oil.
- GSUSA's licensed bakers are aiming to achieve 100% RSPO-segregated certified palm oil products for all Girl Scout Cookies, and both bakers continue to work with their suppliers to explore strategies and determine timelines to achieve this goal.

### Frequently Asked Questions

#### **Why do you use palm oil in Girl Scout Cookies?**

As you may already be aware, palm oil is found in the majority of baked goods sold in the United States, and it remains a necessary ingredient in our cookies to ensure their shelf life, serve as an alternative to trans fats, and bring consumers the highest quality products, per our licensed bakers.

#### **Why can't you replace palm oil with a different ingredient?**

Girl Scouts continues to explore other alternatives to palm oil, but at this time, there are currently no viable or readily available options that would allow us to simply replace it with an alternative oil.

#### **Are GSUSA's licensed bakers removing palm oil from Girl Scout Cookies?**

Girl Scouts' licensed bakers use RSPO-certified palm oil in their production of Girl Scout Cookies, and also include the RSPO mass balance logo on their packaging.

Girl Scouts' licensed bakers are aiming to achieve 100% RSPO-segregated certified palm oil products for all Girl Scout Cookies, and both bakers continue to work with their suppliers to explore strategies and determine timelines to achieve this goal.

#### **What actions are you taking to prevent child labor in the sourcing of palm oil?**

We want to be very clear that child labor has no place in the production of Girl Scout Cookies.

Girl Scouts and our licensed bakers have been members of the Roundtable on Sustainable Palm Oil (RSPO) for nearly 10 years. RSPO is a not-for-profit organization that works to enforce these environmental and ethical standards in parts of the world where we are not present.



RSPO ensures our bakers are sourcing palm oil from reputable, ethical, and sustainable producers by auditing farms and decertifying and decommissioning those that are not adhering to these strict guidelines.