



2023

Popcorn

Guidebook



2022 TOP SELLING SCOUTS

1.	Benjamin C.	Pack 194 Bedford	\$4,780
2.	Cam S.	Pack 733 Reading	\$3,898
3.	Layla M.	Pack 621 Peabody	\$3,390
4.	Ethan J.	Troop 75 Chelmsford	\$3,190
5.	Asher G.	Pack 8 Dracut	\$3,163
6.	John E.	Pack 8 Dracut	\$3,082
7.	Noah C.	Pack 8 Dracut	\$2,960
8.	Caleb W.	Pack 160 Lexington	\$2,781
9.	Ryan L.	Pack 8 Dracut	\$2,608
10.	Cameron B.	Pack 95 Westford	\$2,547

2022 TOP SELLING UNITS

1.	Pack 8 Dracut	West Wind	\$47,743
2.	Pack 70 Chelmsford	West Wind	\$24,016
3.	Pack 194 Bedford	Flintlock	\$19,529
4.	Pack 733 Reading	Flintlock	\$18,745
5.	Pack 6 Quincy	Great Blue Hill	\$18,380
6.	Pack 11 Marblehead	Great Eastern	\$18,082
7.	Troop 306 Arlington	Flintlock	\$18,062
8.	Pack 42 Quincy	Great Blue Hill	\$17,919
9.	Pack 540 Stoneham	Flintlock	\$16,904
10.	Pack 4 Needham	Great Blue Hill	\$15,880

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2023 POPCORN KEY DATES

Monday, August 14th	Popcorn Kickoff – Woburn Service Center
Tuesday, August 15th	Popcorn Kickoff – Topsfield Fairgrounds
Wednesday, August 16th	Popcorn Kickoff – New England Base Camp, Milton
Tuesday, August 22nd	Popcorn Kickoff – Chelmsford at The Paul Center
Friday, August 25th	Initial order due
Saturday, September 9th	First delivery
Sunday, September 24th	Mid-sale order due
Saturday, October 7th	Mid-sale delivery
Saturday, October 21st	Returns Due
Friday, November 3rd	Final order due
Saturday, November 18th	Final delivery
December 1st	Sale is over – all prizes are awarded/announced

2023 POPCORN SALES COMMISSION

COMMISSION STRUCTURE	DESCRIPTION	%
Base	Standard Commission for every unit that sells popcorn.	33%
\$5K Bonus	Take-order & Show N' Sell sales over \$5,000	1%
\$10K Bonus	Take-order & Show N' Sell sales over \$10,000	2%
\$16K Bonus	Take-order & Show N' Sell sales over \$16,000	3%
TOTAL		39%
Online Sales	Separate from regular sales commission	35%



PRODUCTS 2023

It's simple, give consumers what they like, and they buy more!
We only sell popular products & flavors eaten frequently by consumers. We know popcorn!



S'MORES POPCORN \$25

- Delicious chocolatey marshmallow and graham cracker flavor celebrate fun times around a campfire
- Popped in equipment unique to the industry
- 10 ¾ cups | 7oz



SEA SALT POPCORN \$50

- Only three simple ingredients popped in oil make this simply delicious American favorite
- 28 Snack Packs (0.65oz ea)



SWEET & SALTY KETTLE CORN

- 33% MORE POPCORN, REPLACES CLASSIC CARAMEL
- Perfect flavor, more popular with consumers and popped in equipment unique to the industry
- 6 cups | 3.5oz

\$15



WHITE CHEDDAR POPCORN

- Cheesier and popped in oil, like movie theatres, makes it more flavorful and popular (air popped in '22)
- 16 ¾ cups | 6oz

\$20



UNBELIEVABLE BUTTER MICROWAVE POPCORN

- A delightful combination of popcorn, oil, salt, and butter that is the perfect anytime snack to share with friends and family.
- 12 Microwave Bags

\$25



SALTED CARAMEL CORN

- Rich caramel with just the right amount of salt makes this consumer favorite as good as ever
- 6 ¾ cups | 14oz

\$25



POPPING CORN

- All natural, popping kernels for those who enjoy making popcorn from scratch
- 28oz

\$15



CHOCOLATEY PRETZELS

- Perfect blend of pretzel crunch covered in chocolatey goodness
- 12oz

\$30



PRODUCT ALLERGENS CHART

PRODUCT	ALLERGENS								OTHER	
	SOY	WHEAT/GLUTEN	MILK/DAIRY	PEANUTS	TREE NUTS	EGGS	SESAME	VEGAN	KOSHER	
Sweet & Salty Kettle Corn	X	X	X	X	X	X	X		YES	
Popping Corn	X	X	X	X	X	X	X	YES	YES	
White Cheddar Popcorn	X	X	C	X	X	X	X		YES	
Salted Caramel Corn	X	X	C	X	X	X	X		YES	
S'mores Popcorn	X	X	X	X	X	X	X		YES	
Unb. Butter Microwave Popcorn	X	X	C	X	X	X	X		YES	
Chocolatey Pretzels	C	C	C	X	X	X	X		YES	
Sea Salt Popcorn	X	X	X	X	X	X	X		YES	
Beef Jerky*										
Dark Choc. Salted Caramels*	C	X	C	X	X	C			YES	
Honey Roasted Peanuts*				C	X					
Salted Virginia Peanuts				C	X					
Peppermint Bark*	C	X	C	X	X	X				
Frosted Snowflake Pretzels*	C	C	C	X	X	X				

C - Product contains allergen.

X - Product does **NOT** contain allergen, but is produced in a facility that handles the allergen.

***** - Available For Purchase Online Only



2023 KERNEL GUIDE

Prepare.

- ☐ Encourage all Scouts to download and setup the Trail's End App (for Scouts only)
Did You Know? The Trail's End App allows your Scouts to process a credit card without any fees! Scout accounts will appear on the Unit Leader Dashboard for you to easily manage.
- ☐ Complete Unit Leader Planner
- ☐ Attend Popcorn Kickoff
- ☐ Secure storefront locations
- ☐ Sign up for Trail's End Webinar
- ☐ Join the Facebook group

Sell.

- ☐ Encourage early sales
- ☐ Place popcorn order with Council
- ☐ Distribute popcorn and ensure deliveries
- ☐ Communicate & keep families informed

Wrap up.

- ☐ Submit Scout rewards
Pro Tip, submit by November 15th to let your Scouts use their e-Gift Cards before Black Friday/Cyber Monday!
- ☐ Pay Council invoice or request a payout
- ☐ Celebrate your success!

IN-PERSON PRODUCTS

It's simple, give customers what they like, and they buy more!



**CHECK OUT WHAT'S NEW!
THE 2023 PRODUCT LINEUP!***
bit.ly/Product-Lineup



**ALLERGEN &
NUTRITIONAL FACTS**
trails-end.com/nutrition

REGISTRATION

- ⑦ Register your Unit. New Kernel's will receive their username via email once approved by their Council.



**GETTING STARTED IS EASY!
REGISTER TODAY!**

trails-end.com/unit-registration

RESOURCES

- ⑦ Both seasoned and new Kernels benefit from attending a webinar. A recording will be found under Training Resources.



**VIEW THE FULL SCHEDULE
& REGISTER HERE**

trails-end.com/webinars

- ⑦ Stay connected with other Unit Leaders across the nation through Trail's End Popcorn Community.



**SEE WHAT OTHERS ARE
SHARING & SAYING NOW!**

facebook.com/groups/TEPopcornCommunity

- ⑦ Communicate with and keep your Scout families informed with the Scout Parent Guide.



**TIPS & TRICKS FOR
YOUR SCOUTS!**

bit.ly/Scout-Parent-Guide

PLANNING

- ⑦ Leverage the Trail's End Unit Leader Planner to help hit your goals.



**PLAN YOUR IDEAL
YEAR OF SCOUTING!**

bit.ly/UL-Planner

- ⑦ Plan your Unit Kickoff!



**DOWNLOAD THE 2023 UNIT
KICKOFF POWERPOINT NOW!**

trails-end.com/leaders/training

UNIT LEADER PORTAL

- ⑦ Unit Housekeeping, Goal Setting, Sales Reports, Inventory, Training, Storefront Management



**THE ONE-STOP-SHOP FOR
MANAGING YOUR SALE!**

trails-end.com/leaders

REWARDS

Scouts earn points towards an Amazon.com e-Gift Card when they record their sales in the Trail's End App. They choose the prize they want!

1.25 PTS PER \$1 SOLD

APP CREDIT / DEBIT CARD & ONLINE DIRECT

1 PT PER \$1 SOLD

CASH



*Did You Know?! 1,750 points (approximately \$1,500 in sales) helps fund most Scouts' Year of Scouting which includes registration fees, handbook, uniform, Pack dues, camp, Scout Life magazine and much more. Plus, Scouts earn a \$60 Amazon.com e-gift card!**



EARN MORE EASIER!

trails-end.com/rewards

POINTS	GIFT CARD
17,500	10% of total sale
15,000	\$1,250
12,000	\$1,000
10,000	\$750
7,500	\$550
6,000	\$450
5,000	\$350
4,000	\$250
3,500	\$200
3,000	\$150
2,500	\$100
2,000	\$70
1,750	\$60
1,500	\$50
1,250	\$40
1,000	\$30
750	\$20
500	\$10

Rewards earned in 2023 must be claimed in the App by the Scout by June 30, 2024.

*Based on average Council program. May vary in your Council.

MULTIPLE WAYS TO SELL

*Did You Know? Scouts that sell **BOTH** in-person and online average **90% MORE** than Scouts that sell only in-person, and **5X MORE** than those that sell only online!*

🕒 **Online Direct:** Sell online & ship directly to customers

🕒 **Storefront Sales:** Leverage high foot traffic locations reserved by Unit Leaders

Pro Tip, the average Scout sells nearly \$165 per hour at storefronts. Sign up and sell for about 6 hours to easily sell over \$1,000!



LEARN HOW TO RESERVE WITH OUR STOREFRONT GUIDE!

bit.ly/Storefront-Guide

🕒 **Wagon Sales:** Direct sales to family, friends and neighbors (with adult supervision).

DISTRIBUTION

	>>			>>	
Mid-Size Car		20 Cases	Mini-Van		60 Cases
	>>			>>	
Small SUV		40 Cases	Large SUV		70 Cases
	>>			>>	
Crossover		40 Cases	Full-Size Van		70 Cases

*The vehicle capacity estimates above are estimated without kids, car seats, strollers, etc.

TRAIL'S END APP

🕒 **Monitor Real-Time Sales, Inventory, and Storefront Coverage.**

Did You Know? When your Scouts use the App, you can monitor the sale in real-time!



HAVE YOUR SCOUTS DOWNLOAD THE APP & START THEIR ADVENTURE TODAY!

visit trails-end.com/app or text APP to 62771 to download



Trail's End App Credit

🕒 **Accept Credit Card transactions directly through the App.**

Did You Know? Recording Debit/Credit in the app is easy. You earn more Reward points, and Trail's End pays all the fees!



Trail's End™

COUNCIL INCENTIVES

Popcorn Participation Patch

All Scouts who sell a minimum of one item of popcorn will receive this year's participation patch.

How Scouts Earn the Heroes & Helpers Patch

Last year over \$8,500 in popcorn was purchased to support our local hometown heroes. Customers choose to donate any amount from \$1 to \$250 towards Heroes & Helpers and it is presented to local Heroes in our own communities. This year donations will be going to the VA in West Roxbury and the Lazarus House in Lawrence. Each Scout that collects a minimum of \$50 in Heroes & Helpers donations will receive a special patch to complement their participation patch. For every 5 Scouts that earn the Heroes & Helpers patch, a leader will also earn a Dunkin Donuts gift card.

\$1500 Club

Scouts who sell a minimum of \$1,500 will receive a Top Sellers Club patch and a \$15 gift card for the Scout Shop.

Top 100 Sellers Club

The Top 100 Scouts that sell popcorn in 2023 will be invited to the Dave & Buster's Experience party on which includes lunch and a \$20 play card as well as unlimited gaming on all blue games.

Weekly Prizes

Stay tuned to our Facebook page at <https://www.facebook.com/bsaboston> for our weekly prize announcements. Prizes last year included a Weather Station Kit, Mess Kit, and Magnetic Games.



UNIT LEADER PLANNER

Step 1: Plan Your Ideal Year's Key Adventures And Expenses

RECOMMENDATION: HAND OUT ONE-PAGER AT UNIT KICKOFF TO SHOW PROGRAM PLAN AND DATES

Step 2: Determine your Unit's expenses, like dues, advancements, Scout's Life, and supplies

UNIT BUDGET FOR THE SCOUTING YEAR

Step 3: Set your Unit's sales goal based on the budget and commission percentage

UNIT SALES GOAL (BUDGET ABOVE DIVIDED BY POPCORN COMMISSION)

Step 4: Estimate Storefront hours needed to meet your goal

BE SURE TO BOOK ENOUGH HOURS TO ACHIEVE YOUR GOALS

WAGON SALES ESTIMATE

ONLINE SALES ESTIMATE

SUBTRACT WAGON & ONLINE ESTIMATE FROM YOUR TOTAL SALES GOAL

DIVIDE RESULT BY AVERAGE STOREFRONT SALES RATE OF \$165 PER HOUR

Step 5: Set individual sales goals

Divide the Unit sales goal by the number of Scouts

WHAT DO SCOUTS GET FOR ACHIEVING THEIR GOAL?

EXAMPLES: UNIT DUES, HANDBOOK, NECKERCHIEF, SLIDE, UNIFORM, SUMMER CAMP

Step 6: Decide on incentives for your Scouts and the Unit

IN ADDITION TO COUNCIL PRIZES AND TRAIL'S END REWARDS, IS YOUR UNIT GOING TO OFFER INCENTIVES TO MOTIVATE YOUR SCOUTS?

SELL \$ AND EARN

SELL \$ AND EARN

SELL \$ AND EARN

Step 7: Plan your Unit's popcorn kickoff event

DATE LOCATION TIME

Step 8: Add Key Dates to Your Unit Calendar

UNIT POPCORN KICKOFF

STOREFRONTS AVAILABLE TO SIGN-UP

STOREFRONT SALES BEGIN

WAGON SALES BEGIN

FINAL ORDERS DUE

CASH COLLECTED DUE TO POPCORN KERNEL

SUBMIT REWARDS

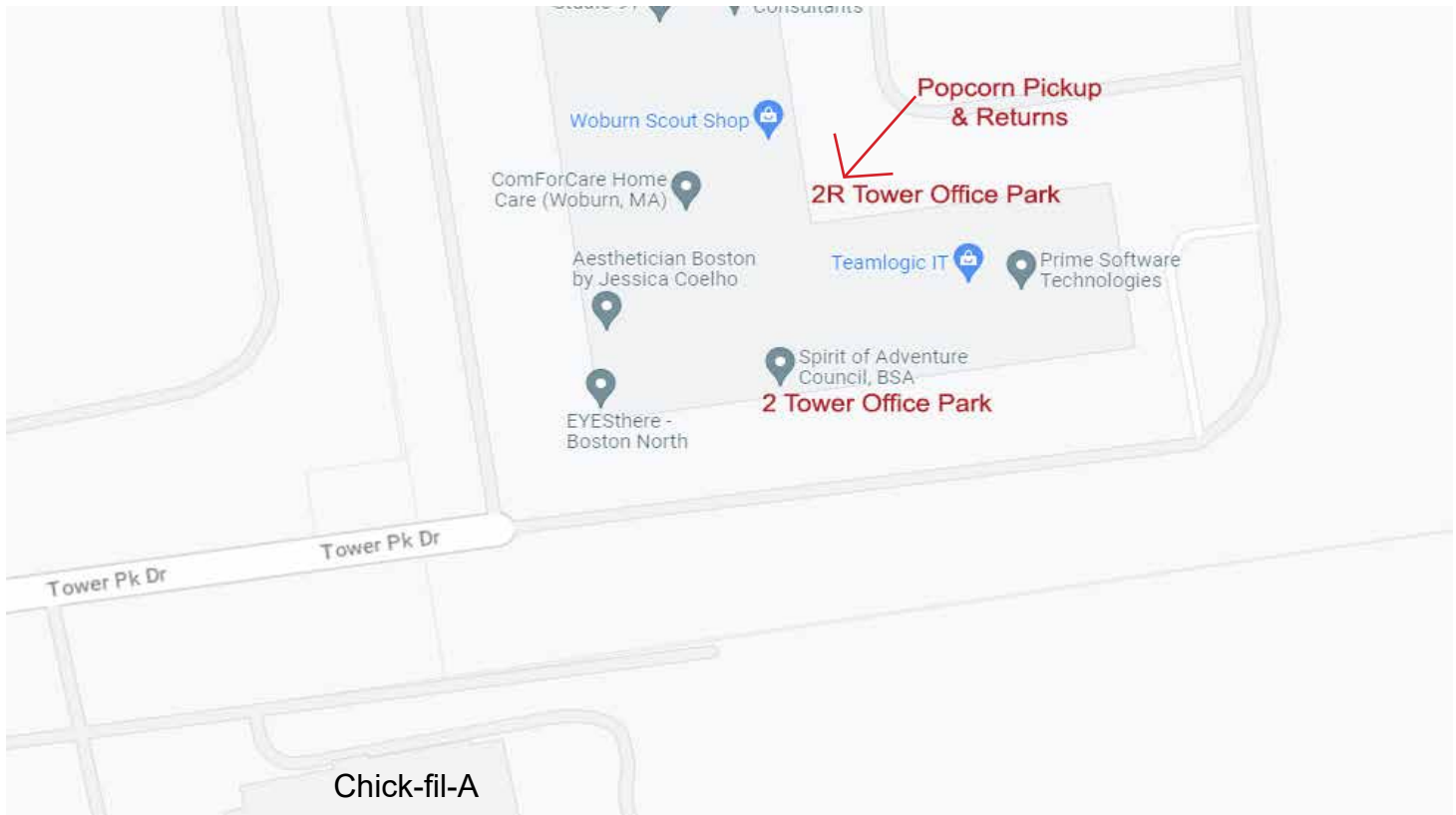
Pro Tip, submit by November 15th to let your Scouts use their e-Gift Cards before Black Friday/Cyber Monday!



PRODUCT DELIVERY, DISTRIBUTION & RETURNS

Popcorn Returns

At the Woburn Service Center, please return any unsold products in their original cases to assist in processing. No damaged or open individual containers will be accepted for returns. Returns due back by October 21st. please schedule a time for returning your unsold popcorn with Angela Rzeszut at Popcorn227@scouting.org.



Popcorn Pick-up

Woburn Service Center
Scout Shop Entrance
2R Tower Office Park
Woburn, MA 01801

Pick-up

1st Order
September 9th

Pick-up

Mid-Sale
October 7th

Returns

Show & Sell
October 21st

Pick-up

Take Order
November 18th

GO
SCOUTS
GO!

