



Girl Scout Cookies® Premium Favorites

MESSAGE TO VOLUNTEERS

Our council is continuing to participate in year two of a pilot project designed to make our Girl Scout Cookie Program as strong as it can be. This year, girls will continue to offer customers the **Super Six** — a premium selection of the best-selling Girl Scout Cookies ever.

As you know, in recent years we have offered customers eight cookie varieties. However, nearly all cookie customers say one of these six is their favorite cookie. By focusing our inventory on America's most beloved cookie favorites and streamlining delivery, we will make everything easier for girls and volunteers. By only selling the most popular varieties we allow girls to successfully reach their goals while reducing the potential for leftover packages of varieties that appeal to more limited audiences. Fewer cookie varieties simply make the sale easier for you and the girls to manage.

The research behind this pilot program is significant. Research from Little Brownie Bakers® shows that the five core cookie varieties (**Thin Mints**, **Samoas**®, **Tagalongs**®, **Trefoils**™ and **Do-si-dos**®) appeal to the vast majority of customers (more than 80 percent). Each additional cookie variety is intended to reach new customers who would not otherwise make a purchase from a girl. However, we have found that the additional varieties provide only a minimal increase in the sale and create a disproportionate amount of additional expense, complexity and effort. You may have noticed this trend yourself.

We still have the opportunity to provide customers with one cookie variety in addition to the five bestsellers, and based on our customers' preferences, our council has selected **Savannah Smiles**™. New this year, Little Brownie Bakers pays tribute to the 100th Anniversary of Girl Scouting with this lemon cookie that reflects the heritage of past customer favorites. These lemon wedge cookies are cool and crisp, with just the right number of lemon chips to deliver tiny bursts of flavor. And, when you hold it right, you'll quickly be reminded of that world-famous "Brownie Smile."

We hope you agree that Super Six is certain to lead to a super experience for girls and an easier season for our busy volunteers. We have enclosed a few key points to help you discuss this program with the girls, especially if they are experienced cookie sellers. We look forward to hearing your feedback after your experience.

Please accept our sincere thanks for all you do to help girls during Cookie Season and all year long.

Best regards,

Girl Scouts of Eastern Oklahoma



Little Brownie
Bakers®
www.littlebrownie.com

INVOLVING GIRLS

When introducing girls to the **Super Six**, you may find these talking points helpful:

- Ask each girl to name her favorite Girl Scout Cookie. (Most girls, like most customers, will name one of the Super Six favorites. Discuss why they like certain cookies.)
- If you were to ask our cookie customers, nearly all of them would say their favorite is one of these six delicious cookies: **Thin Mints**, **Samoas**®, **Tagalongs**®, **Trefoils**™, **Do-si-dos**® and **Savannah Smiles**™.
- This year, we will be selling these six cookies. Our sale is called the **Super Six** — these are the six bestselling Girl Scout Cookies of all time!
- In the past, girls have sold eight different kinds of cookies. Can you remember any of these? (Hint: Dulce de Leche, Thank You Berry Munch™, Café Cookies, etc.)
 - Some people say one of these is their favorite cookie (and maybe a girl did too), but not very many people.
 - And these people often would be happy with a different kind of cookie instead.
- It's easier to sell and deliver six kinds of cookies than eight. Why is that? (Hint: fewer items on the order card, easier storage and delivery, fewer leftover packages, etc.)
- Since most people like these six kinds of cookies and it's easier to sell six, do you think it makes good business sense to focus our sale on these six cookies rather than offer eight? Could we reach our goals more efficiently? Discuss.
- We're in a special group of Girl Scout councils nationwide that is giving Super Six a try. Our council thinks our customers love these six kinds of cookies so much that they won't even miss the other kinds. After all, these are the bestsellers!
- When we look back on this Cookie Season, how will we decide whether Super Six was a good idea? How can we let our council know what we think?
- Review the six varieties on the order card and answer any questions girls may have.

