



of what customers want
Girl Scout Cookies®



Cookie Bundling Ideas

Three (or more) boxes are better than one! One way to encourage customers to buy multiple boxes is by “bundling” cookies. Cookie Bundles ensure customers get an assortment of their favorites. Suggestions include:



Timeless Classics Bundle

Thin Mints, Trefoils and Samoas

Chocolate Lovers Bundle

Samoas, Thin Mints and Tagalongs



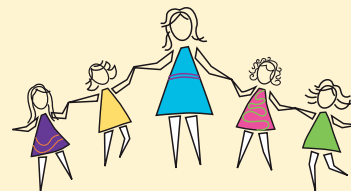
Cafe Companions Bundle

Thank You Berry Munch, Savannah Smiles and Trefoils

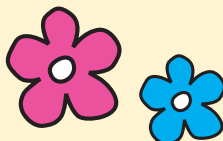
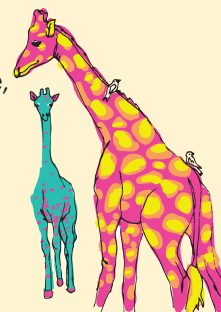


Or, create your own? How about a “Lakers Bundle” with two Samoas and a box of Savannah Smiles? Or a patriotic bundle of Trefoils and Tagalongs? Or a “freeze-well” set of Thin Mints in a freezer bag?

Cookie Program Quick Facts Spring 2012 Season



- **The Girl Scout Cookie Program** has helped make the Girl Scout program the premier leadership development experience for girls in America.
- **Behind Every Cookie are the 5 Skills for Girls:** Goal Setting, Decision Making, Money Management, Business Ethics and People Skills. 
- **All proceeds from the sale of Girl Scout Cookies benefit girls locally.** Proceeds are used for troop activities and council program and property costs.
- **The Gift of Caring Program is a cookie donation opportunity** for customers to buy a box (or boxes!) of cookies to be distributed to our Gift of Caring Partners. It’s a great alternative for customers who do not want to buy cookies for themselves but want to support Girl Scouts and the community. Customers make a \$4 per box donation, the girl/troop records the sale and the council delivers the cookies.
- **Girl Scout Cookies in the Girl Scouts of Greater Los Angeles jurisdiction are competitively priced at only \$4 a box**—the same price since 2004!
- **There are eight delicious varieties of Girl Scout Cookies for 2012:** the NEW Savannah Smiles 100th Anniversary Cookie, Trefoil, Thin Mint, Samoas, Do-Si-Do, Tagalong, Dulce de Leche, and Thank U Berry Munch.





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THIN MINTS
Made with natural peppermint
Approx. Count per Box: 28 9 oz. U-D



SAMOAS®
Chewy and rich!
Approx. Count per Box: 15 7.5 oz. U-D



TAGALONGS®
Peanut butter patties
Approx. Count per Box: 15 6.5 oz. U-D



DO-SI-DOS®
Peanut butter cremes
Approx. Count per Box: 20 8 oz. U-D



TREFOILS™
Delicate-tasting shortbread
Approx. Count per Box: 36 9 oz. U-D



DULCE DE LECHE
Latin-inspired caramel
Approx. Count per Box: 22 6 oz. U-D



THANK U BERRY MUNCH™
With gratitude & premium cranberries
Approx. Count per Box: 14 6 oz. U-D



SAVANNAH SMILES™
Crisp, zesty, lemon cookies
Approx. Count per Box: 28 6 oz. U-D



www.GirlScoutsLA.org



Guide to Cookie Nutrition Spring 2012 Season

4 Nut-Free Girl Scout Cookie Varieties

Little Brownie offers 4 cookie varieties without peanuts or tree nuts. Now MORE consumers with allergies can enjoy MORE LBB Girl Scout cookie varieties!

No peanuts or tree nuts in LBB **Samoas®**, **Trefoils™**, **Thank U Berry Munch™**, and **Thin Mints**

No High Fructose Corn Syrup

Little Brownie offers 8 cookie varieties without high fructose corn syrup

No high fructose corn syrup in all 8 LBB Girl Scout cookie varieties.

No Hydrogenated Oils or Trans Fats

5 cookie varieties without hydrogenated oils and 8 cookie varieties with 0 grams trans fats per serving



No hydrogenated oils in **Trefoils™**, **Do-si-dos®**, **Dulce de Leche**, **Thank U Berry Munch™** and **Savannah Smiles™**

0 grams trans fats per serving in all 8 LBB Girl Scout cookie varieties.

No Artificial Colors

Little Brownie offers 7 varieties without any artificial colors

No artificial colors in LBB **Trefoils™**, **Do-si-dos®**, **Tagalongs®**, **Thank U Berry Munch™**, **Samoas®**, **Thin Mints** and **Savannah Smiles™**

100% Real Cocoa

Little Brownie's 3 chocolate varieties are made with 100% real cocoa

Samoas®, **Thin Mints** and **Tagalongs®** are made with 100% real cocoa

Do-si-dos® contain nutritious whole grain oats and real peanut butter!

Little Brownie **Do-si-dos®** boast whole grain goodness and real peanut butter, while leaving out less desirable high fructose corn syrup, corn syrup, hydrogenated oils, and artificial colors/flavors



Although the use of palm oil in Little Brownie's Girl Scout Cookies® is very limited, Little Brownie wants to help reduce deforestation from palm oil production by purchasing GreenPalm certificates covering 100% of our global palm oil use.