



NEW and improved **packaging** is entirely dedicated to promoting Scouting.

NEW and improved **product line** is entirely dedicated to increasing the return to local Scouting.

**White Chocolatey Pretzels** and **Chocolatey Triple Delight** are both available as stand-alone items.

**\$30** and **\$50** Military Donations

NEW 18-pack **Kettle Corn** made with canola oil



### SCOUTS CAN SELL ONLINE!

- Allows Scouts to reach family out of state
- Generates **incremental revenue**
- Scouts register at **scouts.trails-end.com**
- Scouts send emails directly from the site
- 70% of all purchases go to the Scout's unit and council in his name



## 2011 PROGRAM HIGHLIGHTS

- Packaging promotes SCOUTING
- NEW \$600 Club Prize: ZYCLONE
- White Chocolatey Pretzels
- NEW 18-pack Kettle Corn
- Chocolatey Triple Delight
- \$30 and \$50 Military Donations
- NEW \$100 Military Club
- Online Selling at trails-end.com



Any Scout who sells at least **\$600** (either online, face-to-face, or both) gets a patch and a cool **ZYCLONE!**



### NEW NATIONAL REWARD

Any Scout who sells **\$100** in Military Donations (either online, face-to-face, or both) earns a commemorative patch.