



Girl Scout Cookies®: New weights and shapes

This year, you may notice that some Girl Scout cookie packages are a little lighter. We want to tell you why...

A decision by Girl Scouting

- The national Girl Scouting office said it was okay to change the weight of some licensed Girl Scout cookie packages.
- Rising costs of food and gas have made baking cookies more expensive.

It costs more to make a cookie than it did one year ago

- You probably know that your family's grocery bill is rising. The same is true for the bakery's food bill for ingredients like flour, baking oils and cocoa.
- It's expensive to fill a car's gas tank nowadays. Imagine the cost of filling the tanks of all the trucks that transport ingredients and deliver baked cookies.

What's changing?

- Some cookies will be slightly smaller and some cookie packages will contain fewer cookies.
- **Thin Mints, Trefoils® and Do-si-dos®**, consistent with Girl Scout national guidelines, will be **reduced by one ounce**.
- In addition, the baker will reduce the weight of **Samoas® and Tagalongs®** cookie packages **by 0.5 ounces**.
- **Lemon Chalet Cremes** will become **round**, a creative engineering solution that saves so much money that the 8 oz. total weight will remain the same and the net count will increase to approximately 20 cookies in a package.

Some things never change

- The taste is as great as always!
- The average consumer is still expected to buy 2-4 packages according to national consumer insights research.
- The number one reason consumers do not buy Girl Scout cookies is simply because they are not asked.

Why the new sizes are the right sizes

- Even if money is tight, consumers want to support you! Share your goal with customers when asking them to buy Girl Scout cookies.

What if a customer asks: *Is this cookie package smaller?*

- Always tell the truth. Here's a great way you might respond:

Yes, the packages are a little smaller. That's because the cost of baking cookies has gone up along with food and gas prices. Of course, the delicious taste of your favorite Girl Scout cookie is exactly the same!