

# 2023 Girl Scout Cookie Program FAQ



## *New Cookie: Raspberry Rally*

Raspberry Rally™ debuts in the 2023 Girl Scout Cookie Season.

### **Q: What is the new Raspberry Rally cookie?**

**A:** Raspberry Rally is a thin, crispy cookie infused with raspberry flavor and dipped in a delicious chocolate coating. Made with vegan ingredients.

### **Q: How will it be sold?**

**A:** Raspberry Rally will be sold exclusively online through Digital Cookie with direct shipping to customers. This new variety will not be available for in-person sales or deliveries.

### **Q: Why is the Raspberry Rally only available online for direct shipping?**

**A:** The Girl Scout Cookie Program is all about teaching entrepreneurship. GSUSA's main goals when adding Raspberry Rally to our lineup were simplicity, new skills, and building overall excitement for everyone. Online only sales and direct shipping for Raspberry Rally encourage Girl Scouts to learn entrepreneurship through their own online business by building relevant digital marketing and sales skills without the complexity of adding a tenth cookie to inventory and delivery management for Girl Scouts and local councils alike.

### **Q: Why is the new flavor raspberry?**

**A:** The Raspberry Rally cookie was developed with both licensed bakers and tested amongst focus groups that expressed significant interest in the flavor.

### **Q: How and when will Raspberry Rally cookie be available?**

**A:** The Raspberry Rally cookie will be sold exclusively online through Digital Cookie with direct shipping to the customer's door. It will be available for sale when our council season begins in January 2023.

### **Q: Will any of cookie varieties be going away in 2023?**

**A:** No! Raspberry Rally will join the cookie lineup, along with the other cookie varieties. While Raspberry Rally will only be available for direct shipping to online customers, our other 9 varieties will be available for customers to purchase in-person, as well as, online through Digital Cookie for both in-person delivery and direct shipping.

### **Q: Will Girl Scouts be able to try Raspberry Rally?**

**A:** Yes! All Service Units in western Washington will receive packages of Raspberry Rally to distribute to troops participating in the 2023 Cookie Program, along with their program materials.

### **Q: Will there be a limit to the amount of Raspberry Rally available for purchase?**

**A:** Raspberry Rally is being produced to account for 9% of the total packages purchased for shipped orders during last year's 2022 Cookie Program. GSWW will be allocated 27,660 packages and will be able to sell up to that amount through Digital Cookie.