

# Better Program Support

# Better Scout Rewards



Trail's End provides a **Popcorn Sale in a Box** for each selling pack, troop, crew and post.



- Training DVD (6)
- Leader Playbook (1)
- Online selling cards (75)
- Marshmallow Crossbow (1)
- Scout Rewards posters (6)
- Support Our Troops poster (6)
- Military receipts (25)
- Tracking poster (6)
- Caramel Corn with Almonds, Cashews and Pecans (sample)
- 18 Pack Unbelievable Butter (sample)
- Sale banner (1)
- Sale promotion poster (6)

**Online and face-to-face sales both count toward Scout Rewards.**

View your Scouts' online sales at [trails-end.com](http://trails-end.com) where you will also find these helpful tools:

- Virtual Sale Planner
- Video Training
- Email Library
- Sale Resources



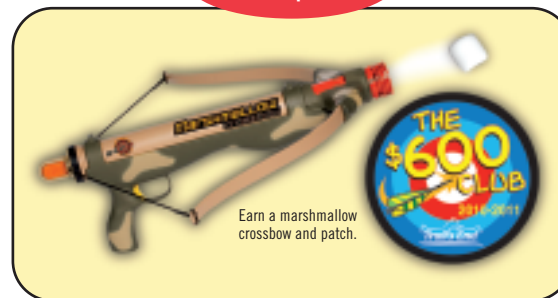
Think of the possibilities!  
Earn valuable gift cards to get what you want.



Combine online and face-to-face sales for even bigger rewards.

## BONUS REWARDS FROM TRAIL'S END!

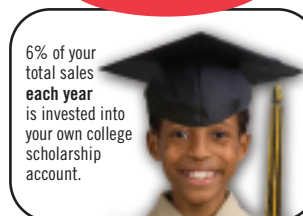
**Sell \$600**



**Sell \$1,500**



**Sell \$2,500**



Visit [trails-end.com](http://trails-end.com) today to see the full Scout Rewards program.

# Better Than Ever

- Better Product Value
- Better Flavor
- Better for You
- Better Packaging
- Better Program Support
- Better Scout Rewards



# Better Product Value

# Better flavor. Better for you.

# Better Packaging

Trail's End has added an average of 20% more product.

	% more product
Chocolate Lover's Collection	+28%
Sweet & Savory Collection	+27%
Cheese Lover's Collection	+14%
Chocolatey Caramel Crunch	+8%
Caramel Corn with Almonds, Cashews & Pecans	+13%
Butter Toffee Light	+11%
Caramel Corn	+37%
Popping Corn	+20%

Made with Canola Oil. NEW Butter Burst Flavor.



**UNBELIEVABLE BUTTER™**  
18 Pack

PER BAG POPPED

- 0g trans fat
- 2g saturated fat
- 260 calories



**BUTTER LIGHT**  
18 Pack

PER BAG POPPED

- 0g trans fat
- 1g saturated fat
- 210 calories



Better for Scouts in your community.



Trail's End is committed to bringing you the most flavorful and healthiest snacks.

- Our caramel corn products are naturally sweetened with **tapioca syrup** and molasses.
- Our microwave popcorn and cheese corn are made with **canola oil**, which has 0g trans fat and low saturated fat.
- **Canola oil** replaces bad saturated fats with good unsaturated fats.
- **Canola oil** is sourced from North America and does not contribute to deforestation.
- Our chocolate products contain **no hydrogenated oils**.
- Trail's End and Scouting strive to **protect the environment** by using as little packaging material as possible.



Increased awareness of Scouting on every package.

- Resealable to keep products fresh
- **88% of consumers** and **87% of parents** prefer the new packages or have no preference versus the tins\*
- Strong, durable packages – thicker than a soda can
- Easier to identify, store and transfer
- Eliminates **3.8 million pounds** of packaging



2010



2009



\* PAR, Consumer Packaging Assessment Study, October 2009