



What's New? for 2015

- **A Unit Focused Popcorn Sale**—Your unit has the power to make the sale yours. You choose when you'd like to sell, what products you'd like to sell, and how you'd like to sell them.
- **A RISK FREE Sale**—In 2015, your unit can return 100% of the product they take out 3 times throughout the sale. Take out product, and return what you don't sell.
- **Simplified Product Line-up**—We've gone from 15 items to 13 items, with a mixture of popcorn, chocolate, cheese, and tins. In addition, the Return to Scouting per container has increased to an average of 73%.
- **Military Donation Ribbon Magnets**—In 2015, all customers who purchase a military donation at the \$30 or \$50 will receive a military sales magnet to proudly display they've supported Scouting, as well as the military.
- **Increased Incentives for Scouts** - Not only will Scouts be able to earn great prizes, but this year's incentives are new and improved, recognizing Scouts like never before. In addition—unit leaders will order prizes and incentive items all on one website!
- **Improved Product Quality**— In 2015, all Trails-End products will use only Weaver Gold popcorn kernels - providing the most servings per pound of any kernels available.
- **New Product Artwork**— All products will feature new artwork that promotes Scouting.
- **New Trails-End Popcorn System** - A new, updated Trails-End Popcorn system will make ordering easier, combining the older system, with the Online Sales system, all under one user log-in. It will also feature several e-commerce improvements.
- **New \$2,500 Scholarship Website** - A new website will be utilized for those Scouts who have achieved the \$2,500 Trails-End Popcorn scholarship.