Core Message for Girls and Volunteers

We are excited to share that for the 2027 Cookie Season we are continuing our channel expansion strategy, introducing new products that will be offered as online exclusive products.

Online-exclusive products give Girl Scouts new ways to grow their business to reach customers and invite people to shop their online storefront.

  - They can help girls connect with people who may not have bought before, share products in new ways, and build skills like digital marketing and customer engagement, all without needing to manage extra inventory.
- How do channel expansion and online exclusives help girls?
  - The online channel expansion gives girls more opportunities to practice real-world business skills.
  - They can promote their online storefront, reach new customers, and talk about various kinds of products and consumer needs.
  - All online-exclusive product sales support local troop funding and council programs, with revenue staying within the local council.
- Supporting Messages
  - Girls can learn how to promote products online, talk to various kinds of customers, and think more creatively about how to grow their sales.
  - The online channel expansion can include products that meet different customer needs.
  - These products can add variety to the selling experience and give girls more ways to connect with customers.
  - They create new opportunities while not adding additional inventory responsibilities every year, making it easier for girls and volunteers to focus on learning.

Why is Girl Scouts introducing online-exclusive products?

Online-exclusive products help us grow the Cookie Program in ways that work for both today's girls and today's customers.

Customers have shown strong interest in new limited time, and specialty products, especially when those products meet specific consumer needs or feel timely, unique, or

exciting. Online exclusive products give Girl Scouts a more flexible way to respond to that demand while keeping the core cookie lineup strong and manageable.

The Online Channel expansion allows us to:

- Reach more customers by offering a wider variety of products, including specialty or niche options that are in high-demand, and may sell out quickly.
- Create more opportunities to introduce exciting new products; whether new flavors, forms, or packaging formats without local logistics being impacted
- Expand the way girls experience online selling, marketing, and customer engagement that align with common retail practices

For example, some specialty products are better suited to online sales, where girls can offer them to consumers who have a strong interest in this product, without needing to manage additional in-person inventory.

This reflects how many customers shop today: they expect a strong core assortment in person with additional options available online.

Q&A

- Does this replace traditional cookie sales?
    - No. Online-exclusive products are designed to complement traditional cookie sales and not replace them. The core cookie lineup remains the foundation of the program.
    - Online exclusives are part of expanding the existing online channel to offer more variety.
- Is the online channel expansion taking attention away from core cookies?
    - No. They are intended to expand the program, not shift focus away from traditional products that define cookie season.
- Why introduce new products at all?
    - Customers have shown strong interest in new and limited-time online-exclusive products, and past launches have reinforced that demand. The online channel expansion gives Girl Scouts a more flexible way to respond to that interest while supporting girl learning and program growth.
- How is this different from Raspberry Rally?
    - When we released, Raspberry Rally, the first online exclusive cookie in 2023, it showed strong consumer excitement for online-exclusive products, and it also reinforced the importance of clear expectation-setting, strong local

forecasting, fulfillment readiness, and consistent tools for councils, volunteers, and girls.
    - Going forward, the approach is more measured and informed, with closer alignment around planning and supported by technology enhancements. The lesson from Raspberry Rally is not that online innovation should stop. It is that new online offerings need strong planning, clear communication, and consistent support.
- Will supply be limited?
    - Availability may vary by product, and some products may be offered on a limited basis. We are clearly communicating product availability and using consumer-facing language that sets expectations from the start.
- Can products sold as online exclusives be sold at a booth, or eventually be moved to all channels?
    - No. Online exclusives are intended to expand variety while avoiding local logistics in handling inventory. They are designed to be online, where specialty and limited-time products thrive. Their cost and handling are not intended for sale on all channels.
- Will councils or volunteers have to manage extra inventory?
    - No. Online-exclusive products do not require local inventory handling by councils, troops, or volunteers. They are supported through centralized forecasting and fulfillment planning, with a more measured approach to better align supply with demand.
- How does this benefit girls directly?
    - It gives girls more ways to reach customers and more chances to build relevant skills, including digital marketing, customer communication, and online entrepreneurship. It also creates growth opportunities without adding the same operational responsibilities that come with physical inventory.
- How does this benefit councils?
    - It supports program growth, creates a more flexible way to introduce and test incremental products, helps reach new audiences, and strengthens the online channel while keeping local inventory management focused on the core lineup.
- Why expand beyond the traditional model?
    - The traditional model remains central, and the program can continue to evolve with how customers shop and the kinds of skills girls need to build. Online exclusives allow Girl Scouts to do that in a way that is measured and additive way, while keeping the traditional model in tact.