



2011 Popcorn Sale



We have some of the most exciting improvements that Trail's End has ever done set for this fall, with plenty of fun and a focus on training. **The combination of better product value, better flavor, better for you, better packaging, better program support and better Scout rewards makes for a sale that's BETTER THAN EVER!**

With a simplified sale, your unit now earns more, up to 35% of the gross sale and **Scout prizes are now valued at 7%** (more profit, better prizes and stronger support). Studies show that 70% of people who answer our knock on their door will purchase popcorn. The most effective and efficient way to sell is Show & Deliver – with product on hand to give to the customer when they decide to buy. Friends and Family can also order online!

Here are some of the features of this year's Trail's End sale:

- Adding Kettle Corn, White Chocolate Pretzels and Triple Chocolatey Delight to our product mix!
- Improving flavor and health, using natural sweeteners and healthier (canola) oils!
- Resealable packaging that's lighter than tins and has 88% consumer approval!
- You get a Popcorn Sale in a Box kickoff kit (over a \$100 value) to help you do an exciting kickoff!
- Face to face & online sales are easily combined for prizes!
- New Popcorn for our Troops Club recognizes \$100 in Military Sales!
- Popular Scout incentives are back again including the \$600 Club with a Zyclone, the \$750 Popcorn Celebration at Chuck E. Cheese, \$1,500 top seller bonus \$50 gift card & \$2,500 scholarship!
- Every time a Scout sells \$600 he gets entered into a drawing to win awesome prizes!

IMPORTANT POPCORN DATES						
Popcorn Sale Grand Kick-Off	Show-n-Sell Orders Due	Show-n-Sell Popcorn Pick-Up	Take Order Popcorn Order and Prize Order Due	Unsold Show-n-Sell Popcorn Returned	Take Order Popcorn Pick-Up	Payment Due
September 7	September 7	September 17	October 28	October 28	November 19	December 2

Trail's End products are delicious and easy to sell! Sign up early to be a part of the 2011 Popcorn Sale! Fill out the form below and mail it to the council office now or fill it out online www.ktc-bsa.org/popcorn.htm.

2011 Trail's End Popcorn Sale Commitment Form

Please Print Clearly!

Unit: Pack # _____ Troop # _____ Crew # _____ Town _____

Sale Method - Our unit plans to conduct: Show-n-Sell Take Order Combination of both

Unit Popcorn Coordinator _____

Address _____ City _____ State _____ Zip _____

Mobile Phone (_____) _____ Home Phone (_____) _____

Email address _____

Register online at www.ktc-bsa.org/popcorn.htm or

Return to Knox Trail Council, 490 Union Avenue, Framingham, MA 01702 or fax to 508-872-9092 or email requested info to popcorn@ktc-bsa.org.