

2023

Popcorn Sale

PALMETTO COUNCIL
Spartanburg SC

Trail's End®



2022 Recap: National Traditional Sale Results

Traditional Sales	2022	vs 2021
Return to Scouting	\$44,709,000	+41%
Retail Sales	\$63,870,000	+39%
App Sales	\$58,175,000	+42%
App adoption	91%	+1%
Credit card (cc) %	50%	+5%
CC Avg Order Value (AOV)	\$32	+3%
Units with a Sale	8,386	+11%
Avg Sale/Unit	\$7,616	+26%
Scouts with a Sale	76,754	+31%
Avg Sale/Scout	\$758	+9%

2022 Recap: National Online Results

Online Sales	2022	vs 2021
Return to Scouting	\$6,000,000	-20%
Retail Sales	\$10,000,000	-20%
AOV	\$64.85	+3%
Units with a Sale	8,375	-3%
Avg Sale/Unit	\$1,194	-17%
Scouts with a Sale	47,677	-7%
Avg Sale/Scout	\$210	-13%

2022 Recap: National Total Results

Total Sale	2022	vs 2021
Return to Scouting	\$54,309,000	+30%
Retail Sales	\$73,870,000	+27%
Units with a Sale	9,903	+1%
Avg Sale/Unit	\$7,459	+25%
Scouts with a Sale	99,772	+19%
Avg Sale/Scout	\$683	+7%

2022 Recap: Local Council Results

Area	2021	2022	Notes
Retail	\$462K	\$543K	+17.5% or \$81K
Unit Commission	\$166K (36%)	\$195K (36%)	+17.5% or \$29K
Council Commission	\$147K (32%)	\$153K (28%)	+4% or \$8K
Units Selling	44	44	-
Credit Cards App Payments	49%	53%	
Show-N-Sell	48%	56%	
Heroes & Helpers	\$21,243 (4.5%)	\$27,727 (5.1%)	

2022 Recap: 2022 Unit Results

UNITS

- **11 Units sold more than \$100,000 (10 in '21)**
- **101 Units sold more than \$50,000 (62 in '21)**
- **909 Units (9% of Units) sold more than \$20,000 and made up 41% of the sale!**
- **3,135 Units (32% of Units) sold more than \$7,500 and made up 79% of the sale!**

2022 Recap: 2022 Local Unit Results

- Top Units: \$54,584 (P250), \$46,149 (T130), \$44,802 (P219)
- Top Per Scout Average: \$1,095 (T130), \$781.5 (C4213), \$594 (P975)
- 13 Units averaged more than \$300/Scout (Avg: \$231)
- Top Scouts: \$7,870 (Zachary K), \$6,246 (Rhys K) \$6029 (Ben V)
- Average Scout who sold: \$650

2022 Recap: 2022 Scout Results

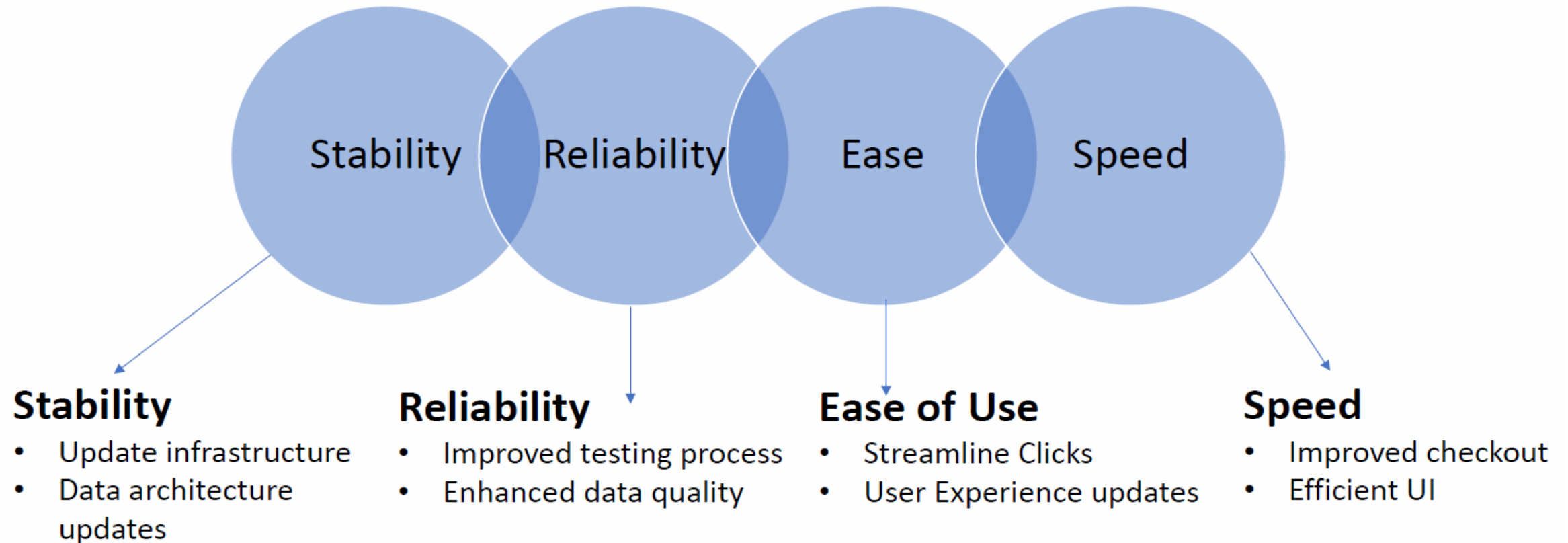
SCOUTS

- **Scouts who sold both traditional and online averaged \$1,092.**
- **18,761 Scouts (19% of Scouts) sold \$1,000 or more and made up 58% of the sale!**
- **41,131 Scouts (41% of Scouts) sold \$500 or more and made up 81% of the sale!**

Building on 2022 for 2023

- \$75,000,000 Sale in 2022
- 14% average increase vs 2021 sales
- \$32 AOV All time high traditionally
- 9,800 Units with a sale
- \$2,500,000+ in Rewards earned by Scouts
- \$55,000,000+ raised goes back to Scouting

2023 Tech Focus



Tech Improvements for 2023

- Improve Unit inventory tracking and management
- Quicker app checkout speed
- Header updates and more consistent terms used throughout
- Recommending unit order quantities to reduce excess inventory

Tech Improvements for 2023

The screenshot shows a web application interface for "Invite Your Scouts". The main heading is "austin test 2023 2023-03-08". A modal window titled "Order Recommendations" is overlaid on the page, providing instructions on how to use the "Auto Populate" button. The background interface includes a sidebar on the left, a top navigation bar with "Hello, Adam!", and a main content area with a form for entering retail dollar sales and a table of products.

Order Recommendations

To help you determine the ideal amount of each product, please enter the total value you want to order, then hit the Auto Populate button.

Your order will be pre-populated for your review. Then, submit your order to your council.

\$0

Auto Populate Order

Product	Surplus/Shortage	Final Unit Order
Salted Caramel P...	cc: 4	cc: 4
Popping Corn Ja...	cc: 3	cc: 3
12oz Salted Virg...	cc: 3	cc: 3
Caramel Corn Ba...	cc: 4	cc: 4
Salted Caramel P...	cc: 3	cc: 3
Unbelievable Butter Poppo...	cc: 5	cc: 5
\$1 Heroes and Helpers Donation	cc: 0 ct: 0	1:1

QTY: 1062 Base Commission: 35% Earnings: \$2245.60 Total: \$6416.00

2023 Rewards

- Addressing multipliers for your Scouts
 - Online and Credit Card multipliers will be identical
 - 2022 credit card was 1.25 pts per dollar sold
- More push notifications for Scouts approaching the next level
- 2023 Rewards levels same as 2022

2023 Rewards

POINTS	GIFT CARD
17,500	10% of total sale
15,000	\$1,250
12,000	\$1,000
10,000	\$750
7,500	\$550
6,000	\$450
5,000	\$350
4,000	\$250
3,500	\$200

POINTS	GIFT CARD
3,000	\$150
2,500	\$100
2,000	\$70
1,750	\$60
1,500	\$50
1,250	\$40
1,000	\$30
750	\$20
500	\$10

2023 Training

- One training video
- Will have a table of contents linked to the YouTube description; displayed at the beginning listing topics & their timestamps
- Having one video with topic timestamps allows viewers to go to specific topics quickly

2023 ZOOM Training Schedule

Popcorn Kernel Training for New + Returning Kernels

Offering training in the Trail's End Unit Leader Portal, Trail's End App, and Best Practices to help get you started on the right foot! About 45 Minutes of Training + Q&A

Registration now open at <https://trails-end.com/webinars>

DATE	DAY OF WEEK	TIME ET
2023-07-06	Thursday	06:30 PM
2023-07-06	Thursday	08:00 PM
2023-07-12	Wednesday	06:30 PM
2023-07-12	Wednesday	08:00 PM
2023-07-14	Friday	06:30 PM
2023-07-14	Friday	08:00 PM
2023-08-01	Tuesday	06:30 PM
2023-08-01	Tuesday	08:00 PM

2023 ZOOM Training Schedule (cont.)

Popcorn Kernel Training for New + Returning Kernels

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DATE	DAY OF WEEK	TIME ET
2023-08-17	Thursday	06:30 PM
2023-08-17	Thursday	08:00 PM
2023-08-26	Saturday	12:00 PM
2023-08-26	Saturday	02:00 PM
2023-08-29	Tuesday	06:30 PM
2023-08-29	Tuesday	08:00 PM
2023-09-09	Saturday	01:00 PM
2023-09-09	Saturday	03:00 PM

2023 Products

- Premium Quality and Food Safety
- Industry Leading Capacity
- Addressing \$20 Retail Price Point
- Sell Products/Flavors consumers want to purchase in a \$2.5 billion market
 - ✓ Unbelievable Butter Microwave - \$850M category
 - ✓ White Cheddar - \$550M category (and growing)
 - ✓ Sea Salt - \$450M category (and growing)
 - ✓ Kettle (salt and sugar) - \$250M category (and growing)
 - ✓ Salted Caramel - \$100M category (declining)
 - ✓ Popping Corn - \$100M category

2023 Products



S'MORES POPCORN

- ⦿ Delicious chocolatey marshmallow and graham cracker flavor celebrate fun times around a campfire
- ⦿ Popped in equipment unique to the industry
- ⦿ 10 2/3 cups | 7oz

\$25



SEA SALT POPCORN

- ⦿ Only three simple ingredients popped in oil make this simply delicious American favorite
- ⦿ 28 Snack Packs (0.65oz ea)

\$50

* Price points are TE recommended retail prices

2023 Products



WHITE CHEDDAR POPCORN

- ⦿ Cheesier and popped in oil, like movie theatres, makes it more flavorful and popular (air popped in '22)
- ⦿ 16 2/3 cups | 6oz

\$20



SWEET & SALTY KETTLE CORN

33% MORE POPCORN,
REPLACES CLASSIC CARAMEL

- ⦿ Perfect flavor, more popular with consumers and popped in equipment unique to the industry
- ⦿ 6 cups | 3.5oz

\$15

2023 Products



SALTED CARAMEL CORN

- ⊕ Rich caramel with just the right amount of salt makes this consumer favorite as good as ever
- ⊕ 6 2/3 cups | 14oz

\$25



UNBELIEVABLE BUTTER MICROWAVE POPCORN

- ⊕ A delightful combination of popcorn, oil, salt, and butter that is the perfect anytime snack to share with friends and family.
- ⊕ 12 Microwave Bags

\$25

2023 Products



POPPING CORN

- ⦿ All natural, popping kernels for those who enjoy making popcorn from scratch
- ⦿ 28oz

\$20



CHOCOLATEY PRETZELS

- ⦿ Perfect blend of pretzel crunch covered in chocolatey goodness
- ⦿ 12oz

\$30

2023 Products



HONEY ROASTED PEANUTS

- 🕒 Honey Roasted Peanuts, sweet and crunchy, seasoned with pure sea salt and a delectable honey coating.

\$30



SALTED VIRGINIA PEANUTS

- 🕒 Shelled, roasted and salted peanuts – a crunchy snack!

\$25

* Heroes & Helpers / Military Donations still available at \$50, \$30, and \$1

2023 Product Packaging



Continued colors, pictures & 70%+ stays local; it's working!

Continuing Thank You statement & highlighting future leaders

Weaver Statement

QR Code to purchase additional online products

Nationally Licensed



THANK YOU FOR HELPING BUILD FUTURE LEADERS WHO SERVE AND SHAPE OUR COMMUNITIES AND WORLD

Weaver Statement

QR CODE TO PURCHASE ADDITIONAL ONLINE PRODUCTS

NATIONALLY LICENSED



Best Practices from Ken & Lori



CREDIT CARD PREFERRED
OVER 70%



Best Practices from Ken & Lori

Before the Sale

- Plan a Kickoff Event
- Get Parents Engaged
- Train Scouts & Parents
- App Adoption

During the Sale

- SNS Logistics
- Tracking
- Communications
- Prizes
- Pairing Older & Younger families
- Signing up for shifts

2023 Key Dates

Storefront Claiming (1 shift = half day. Fri. Night, Sat. Morning, Saturday Afternoon, Sun. Morning & Sun. Afternoon)

- 7/15: Units who sold more than \$20K can claim 3 shifts
- 7/16: Units who sold more than \$20K can claim 3 shifts
- 7/17: Units who sold more than \$5K can claim 2 shifts
- 7/18: Units who sold more than \$5K can claim 2 shifts
- 7/19: Any unit can claim 2 shifts
- 7/21: Any unit can claim unlimited shifts

2023 Key Dates

Store we have already secured with more coming! 4,448 hours!

- Cabela's
- Food Lion (Blacksburg, Chesnee, Gaffney, Inman, Lyman, Roebuck, Spartanburg, Woodruff, Chester, Clover, Fort Mill, Lancaster, Rock Hill, York)
- Harris Teeter (Fort Mill x 3, Indian Land, Rock Hill)
- KJ's Market (Lancaster)
- Lowe's (Boiling Springs, E Spartanburg, W Spartanburg, Clover, Fort Mill, Indian Land, York, Gaffney, Rock Hill)
- Ace Hardware (Chesnee)
- Sam's Club (Spartanburg, Rock Hill)
- Save A Lot (Union)
- Tractor Supply (Boiling Springs, Gaffney, Spartanburg, Union, Clover, Indian Land, York)

2023 Key Dates

- NOW: Online Sales
- June 8: Kernel Training via Zoom
- July 15-20: Council Show-N-Sell Lottery
- August 3: Pick-up samples at Roundtable
- August 30: Show and Sell order due
- September 14 Show and Sell order pick-up (by appointment)
- September 14: Start of the Sale
- October 26: **SNS Return (30%)** / Take Order Due
- November 9: Take Order pick-up (by appointment)
- December 1: Payment due
- December 2: First Responder Donation Deliveries

2023 Commissions

- Base: 30%
- Scout's Honor (+3%): **10% First Responder Donations of Gross Sales** and attend training
- Top Performer (+4%): Achieve the Scout's Honor level plus average **\$400/scout** based on September 30, 2023 membership
- **Online: 30%**

Heroes & Helpers

- 10% to earn extra commission
- Buckets to be provided
- Helps us allow units to return product (TE recommends a 0% return rate)

2023 Council Prizes

- \$800 Sports Clinic: Looking to move this program to a Charlotte based team. Still in the works.
- \$1,600 Shooting Sports Clinic (age appropriate)
- \$7,500 Family Pack: \$500 gift card

72 Hr. Rule

- It is okay to have multiple families present at a Storefront as long as each Scout has a parent present.

Questions?

Trail's End®



Thank You

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