



# JOIN THE \$600 CLUB

Sell \$600 and earn higher rewards.

- ✓ Get this cool marshmallow crossbow!
- ✓ Get this patch!
- ✓ Online and face-to-face sales both count!



## “\$600Club”

Enter the “\$600 Club” Scouts earn **2 free tickets** and the *Aeros Experience*



### The AEROS Experience

**Sell \$600** in popcorn and earn  
**TWO free** lower level tickets

(One for Scout & Parent/Guardian) to

**Aeros Boy Scout Night on January 15<sup>th</sup>, 2011**

Participate in a special *Post-Game Ice Jam*  
Photo opportunities with *Chilly & the Aerodynamics*  
Access to signing table with *hockey players*

~~~~~  
*Top seller in the council* - participates in ceremonial puck drop  
*Top seller for each district* - participates in on-ice intermission  
*Top selling unit in the council* - honorary color guard

~~~~~  
**Sell \$250** in popcorn and earn **One free** lower level ticket

### Top Sellers Recognitions

**1<sup>st</sup> Place Council** –  
*50 inch Flat Screen TV*  
**2<sup>nd</sup> Place Council** – *I-Pad*  
**3<sup>rd</sup> Place Council** –  
*Laptop Computer*

~~~~~  
**District Winners**  
**1<sup>st</sup> Place for Each District**  
*I-Touch*

No combining of sells! Scouts must reach  
the “\$600 Club” to qualify.  
**All Winners receive a trophy!**

Units must report to council by the Top Seller Deadline (November 13<sup>th</sup>) for their Scouts to qualify.



# able gift cards. Get what you want.

## BONUS REWARD

from Trail's End!

Earn a marshmallow crossbow and patch in addition to your other rewards.

Sell \$600



Extra Bonus  
from Trail's End!

Extra Bonus  
from Trail's End!

Sell \$1,500



Your choice of a \$50 Amazon.com or Walmart® gift card

6% of your total sales each year is invested into your own college scholarship account.



Sell \$2,500

|  |    |  |              |
|--|----|--|--------------|
|  | OR |  | Sell \$450   |
|  | OR |  | Sell \$650   |
|  | OR |  | Sell \$850   |
|  | OR |  | Sell \$1,100 |
|  | OR |  | Sell \$1,300 |
|  | OR |  | Sell \$1,800 |
|  | OR |  | Sell \$2,300 |



+



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My Goal Is

\$ \_\_\_\_\_

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



Better flavor.  
Better for you.  
Better for Scouts  
in your community.

Over  
**70%**  
goes to local  
**SCOUTING**

Made with  
Canola Oil\*\*  
0g trans fat



**Trail's End**  
Over 70% goes to local Scouting



100 YEARS OF SCOUTING  
*Celebrating the Adventure • Continuing the Journey*

**trails-end**  
.com

**NOW**  
made with  
Canola Oil™

**0g**  
trans fat<sup>1</sup>  
PER SERVING

**NEW**  
resealable  
packages

# Better flavor.

Ove  
**70**  
goes to  
SCOUT



## POPCORN FOR OUR TROOPS

Donate a gift of popcorn to the men and women serving our country.

**\$40** Gold Donation

Over **\$28** to local Scouting

**\$25** Silver Donation

Over **\$17<sup>50</sup>** to local Scouting



## CHEESE LOVER'S COLLECTION

- Cheddar Cheese Corn (two 8oz. packages)
- White Cheddar Cheese Corn 8oz.

- 14% MORE product\*
- Made with Canola Oil
- Made with real cheese
- Comes in gift box

**\$30**

Over **\$21** to local Scouting

## Made



## CHOCOLATEY CARAMEL CRUNCH™ 26oz.

- New and improved flavor
- No hydrogenated oils
- Low sodium

**\$20**

Over **\$14** to local Scouting



## CARAMEL CORN WITH ALMONDS, CASHEWS AND PECANS 26oz.

- 13% MORE product\*
- 0g saturated fat<sup>1</sup>
- Naturally sweetened

**\$18**

Over **\$12** to local Scouting



# Better for you.

Trail's End

trails-end.com

## CHOCOLATE LOVER'S COLLECTION

- Chocolatey Triple Delight 22oz.
- Chocolatey Caramel Crunch™ 26oz.
- White Chocolatey Pretzels 22oz.
- Chocolatey Pretzels 22oz.

- 28% MORE product\*
- New and improved flavor
- No hydrogenated oils
- Comes in gift box

**\$50**

Over **\$35** to local Scouting



## SWEET & SAVORY COLLECTION

- Chocolatey Triple Delight 22oz.
- Caramel Corn with Almonds, Cashews and Pecans 26oz.
- Cheddar Cheese Corn 8oz.

- 27% MORE product\*
- New and improved flavor
- No hydrogenated oils
- Comes in gift box

**\$40**

Over **\$28** to local Scouting

## Popcorn with Canola Oil. NEW Butter Burst Flavor.



### UNBELIEVABLE BUTTER™ 18 Pack

#### PER BAG POPPED

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

**\$16**

Over **\$11** to local Scouting



### BUTTER LIGHT 18 Pack

#### PER BAG POPPED

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

**\$16**

Over **\$11** to local Scouting



**American Heart Association**  
Meets American Heart Association food criteria for saturated fat, cholesterol and whole grains for healthy people over age 2.  
heartcheckmark.org



### BUTTER TOFFEE LIGHT 20oz.

- 11% MORE product\*
- 0g saturated fat†
- Naturally sweetened

**\$18**

Over **\$12** to local Scouting



### CARAMEL CORN 11oz.

- 0g saturated fat†
- Naturally sweetened

**\$9**

Over **\$6** to local Scouting

products are U.D.

Copyright © 2010 Trail's End Popcorn Company

† per serving  
\* Compared to 2009 Trail's End products  
\*\* Trail's End Microwave Popcorn and Cheese Core



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# SELL ONLINE AND FACE-TO-FACE TO HIT YOUR GOAL FASTER.

Both ways of selling count toward your Scout Rewards.



## GET ONLINE IN OCTOBER

Sell \$500 online in  
October and get a **bonus**  
\$20 Amazon.com  
Gift Card.\*

## START SELLING ONLINE TODAY!

**STEP 1:** Go to [scouts.trails-end.com](http://scouts.trails-end.com) to sign in or create an account.

**STEP 2:** Choose your email template—and create your own Scout image—to send emails to friends and family. Don't forget to follow up!

**STEP 3:** Go to **Track My Online Sales** to see who has made a purchase.

Learn about our bonus giveaways, too!

Go to [facebook.com/trailsendpopcorn](http://facebook.com/trailsendpopcorn) to find out more.



### WHEN YOU SELL FACE-TO-FACE:

- ALWAYS sell with another Scout or with an adult.
- NEVER enter anyone's home.
- NEVER sell after dark unless you're with an adult.
- DON'T carry large amounts of cash.
- ALWAYS walk on the sidewalk and driveway.
- ALWAYS wear your uniform.
- ALWAYS smile and introduce yourself.
- ALWAYS tell your customers why you are selling popcorn.
- ALWAYS know the different kinds of popcorn you're selling.
- ALWAYS say "Thank you!"
- ALWAYS make a copy of your order form for next year.