



# 2024 Product Sales Program

Take your unit's program to the next level  
powered by popcorn and nuts

**WHITLEY'S**  
ESTD 1986  
— PEANUT FACTORY —



A Scouting Tradition for over 35 years...

**PECATONICA RIVER POPCORN**

# Goals for today

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- Why we sell popcorn (and nuts)
- Discussion of a unit kickoff
- What's new this year
- Important dates
- Answer any questions

# Why Popcorn and nuts?

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- Great partners in Pecatonica River and Whitley's
- Low-risk - Order up to 60% of last year's sale - on-time returns allowed on show-and-sell
- Prize program makes motivating Scouts easy
- Also benefits the local council which allows us to support your unit and keep other costs low
- One Fundraiser per year

*Welcome back Pack 405!*

2024-2025 Program





# GREAT YEAR PLANNED FOR US

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- SEPTEMBER 20- Joining Night
- SEPTEMBER 23-24 - Webelos Weekend
- OCTOBER 8 - Family Camping - @ Buck Run



# GREAT YEAR PLANNED FOR US

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- OCTOBER 13 - Homecoming Parade
- November 18th - Holiday Parade
- Jan/Feb - Pinewood Derby



# GREAT YEAR PLANNED FOR US

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- Camp Buck Run - July 26-31



*It takes money to run a  
good program*



# *2023 popcorn/nut sale*

Awesome program year  
powered by popcorn and nuts

# *2024 product-mix*

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- All of the best-sellers are back this year
- Some minor changes to the product mix



# 2023 product-mix

## YOUR FAVORITE POPCORN and MORE!



### YELLOW POPPING CORN

America's healthiest snack food in a re-sealable Adventure tub! Pops up tender for that fresh popcorn taste you're craving.

Net Wt. 2 lbs ▲ \$10 ☺ ☹



### CLASSIC CARAMEL CORN

Glazed to perfection with real butter and brown sugar to create a flavor to remember, with a crunch you can't forget.

Net Wt. 8 oz. ▲ \$10 ☺



### BUTTER MICROWAVE (15 PACK)

Take advantage of this convenient way to enjoy a freshly popped taste with a rich butter flavor. 0 grams of trans fats.

Net Wt. 37.5 oz. ☺ \$20 ☺ ☹ ☹



### KETTLE CORN MICROWAVE (15 PACK)

Experience the combination of the sweet, yet salty flavor of Kettle Corn anytime. 0 grams of trans fats.

Net Wt. 37.5 oz. ☺ \$20 ☺ ☹ ☹



### CHEDDAR CHEESE

Made with real cheddar cheese. Each freshly popped kernel is a savory blend of cheeses that will keep you coming back for more.

Net Wt. 7 oz. ● \$20 ☺



### JALAPEÑO CHEESE

The unmistakable zip of jalapeño pepper gives this feisty popcorn flavor its heat. Perfect for those who like their snacks with a little kick.

Net Wt. 7 oz. ■ \$20 ☺



### KETTLE CORN

Experience a tasteful treat, sure to satisfy your sweet and salty craving.

Net Wt. 10 oz. ★ \$20 ☺



### TRAIL MIX

This flavorful treat has roasted peanuts, raisins, butter toasted peanuts, chocolate candies, sunflower seeds, and almonds.

Net Wt. 14 oz. ☺ \$20



### CARAMEL WITH SEA SALT

Caramel corn made with real butter, brown sugar, and the perfect amount of sea salt. The crunchy, sweet, and salty combination will leave you wanting more.

Net Wt. 15 oz. ◇ \$25 ☺



### SEA SALT SPLASH

Caramel popcorn dunked in dark fudge and sprinkled with a splash of sea salt. If you have never tried this combination, you don't know what you're missing.

Net Wt. 15 oz. ▲ \$25 ☺



### PEANUT BUTTER CUP

Two classic flavors that taste great together. A melt in your mouth combination of milk chocolate and peanut butter.

Net Wt. 15 oz. ♥ \$25 ☺



### MILK CHOCOLATY PRETZELS

If you like sweet and salty flavors, then you'll love these chocolatey covered pretzels!

Net Wt. 15 oz. ☼ \$25



### DOUBLE BUTTER MICROWAVE (28 PACK)

Bring the taste of the theater home with this buttery popcorn snack. Each package is bursting with twice the buttery flavor.

Net Wt. 70 oz. DB \$30 ☺ ☹



### CLASSIC TRIO

Everyone's favorite blend of sweet and savory, a snack you won't be able to put down. Mix them together for a Chicago style treat, or enjoy them individually.

*Caramel Corn, Cheddar Cheese, Natural*

Net Wt. 19 oz. ☹ \$30 ☺



### CHEESE LOVERS

Cheese, cheese, and more cheese! A combination that will satisfy any cheese lover's appetite.

*Cheddar Cheese, Jalapeño Cheese, Buffalo Ranch, White Cheddar*

Net Wt. 20 oz. ④ \$40 ☺



### CHOCOLATE LOVERS

Our Chocolate Lovers tin features 5 sweet treats that you can't resist!

*Milk Chocolatey Pretzels, White Chocolatey Pretzels, White Ruby, Peanut Butter Cup, Sea Salt Splash*

Net Wt. 55 oz. ⑤ \$50



### MILITARY DONATION

Send the gift of popcorn to our military men and women, their families, and veterans' organizations. The popcorn will be shipped directly and is not available for local delivery.

☼ \$30/\$50

# Going Nuts for Peanuts!



## Virginia Trail Mix **New!**

Teaming with jumbo cashews, extra-large salted peanuts, almonds, candy-coated chocolate gems and the biggest, plumpest and sweetest raisins we could find, our trail mix is far superior to all others.

14 oz. \$25 ♡



## Honey Cinnamon Almonds

Our large, whole almonds are bathed in pure honey, then generously dusted with cinnamon and sugar.

13 oz. \$30 ♦

70%  
Goes directly to  
your organization!

## Salted Virginia Peanuts

The famous "Home-Cooked" Virginia Peanut! Crunchy, fresh and distinctive. One bite and you'll taste why these peanuts are our most popular selection.

20 oz. \$28 ♡ 12 oz. \$20 ☾



## Whit's Party Mix **New Size!**

This tasty snack mix has the perfect combination of sweet and spicy! Enjoy the flavorful blend of hot Cajun sticks, almonds, smoky habanero chili lime peanuts, honey roasted sesame sticks, pumpkin seeds, butter toffee peanuts, toasted corn nuts and taco sesame sticks.

10.5 oz. \$25 🐾



## Milk Chocolatey Peanut Clusters

We hand dip our "Home-Cooked" Virginia Peanuts in a rich milk chocolatey coating to form a melt-in-your-mouth cluster.

10 oz. \$22 ●



## Dark Chocolatey Almond Clusters

Lightly salted almonds coated in our rich dark chocolatey coating to create the perfect cluster.

10 oz. \$27 ♦

## Homemade Peanut Brittle

Our famous "Homemade" Peanut Brittle combines crunchy, farm-fresh Virginia peanuts with sweet, crunchy brittle for a marriage made in heaven.

10 oz. \$22 ★



## Dark Chocolatey Peanut Clusters

We hand dip our "Home-Cooked" Virginia Peanuts in a rich dark chocolatey coating to form a melt-in-your-mouth cluster.

10 oz. \$22 ▲



## Salted Jumbo Cashews

These crisp, crunchy jumbo cashews are extra large, plump, meaty and roasted to perfection to bring out their delicious flavor.

12 oz. \$30 +



## Honey Roasted Virginia Peanuts

Unlike others that use artificial flavors, our large Honey Roasted Virginia Peanuts are actually made with real honey, sweet sugar and a dash of salt.

20 oz. \$33 ●

12 oz. \$21 ♠

## The Whitley's Difference

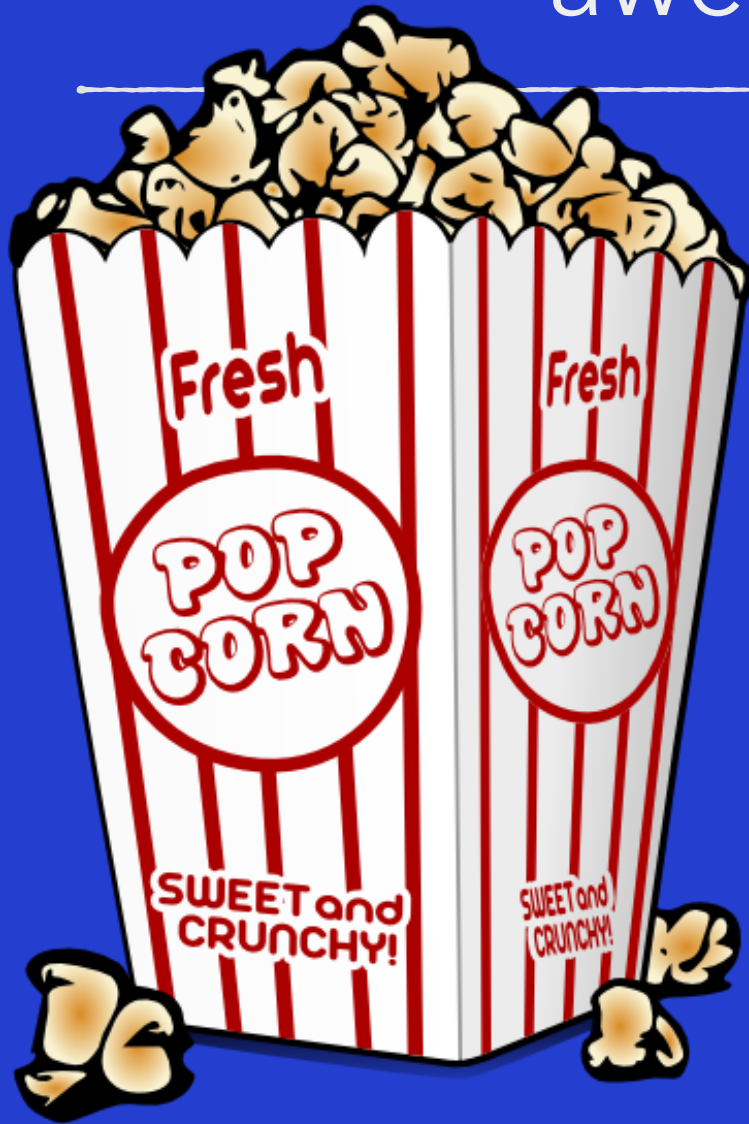
Whitley's "Home-Cooked" peanuts have a wonderful, crunchy freshness and distinctive flavor because our peanuts are still made the old-fashioned way — hand-cooked, slowly roasted to perfection. We choose only the highest quality, super extra-large Virginia peanuts which are hand selected for their size and freshness. Each batch is individually cooked with proven, traditional recipes to ensure the crisp, fresh flavor and unique taste for which our peanuts are famous.





# How are we going to sell these awesome treats?

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- Table Sales at Sam's and Lowes
- Order forms
- Online Sales

# 2024 prize program



## Westmoreland-Fayette Council Greensburg, PA



**KELLER MARKETING**  
A Division of General Commercial Corp.  
888-351-8000

Scan QR Code for a more detailed descriptions of Prizes

**\$850 LEVEL 8**

- 28 - Hydration Pack - 2L
- 29 - Transformers: Rise of the Beasts: Bumblebee Model Kit
- 30 - Zing Quick Switch Power Bow
- 31 - 2-Person Waterproof Tent Assorted Colors
- 32 - Grab Bag G

**\$625 LEVEL 7**

- 23 - E-Blox Parts Plus Construction Kit
- 24 - Telescope - 40X Magnification
- 25 - 5-in-1 Multi-Tool w/ Shovel & Ax
- 26 - Hexbug Mechanicals Wasp Assorted Colors
- 27 - Grab Bag F

**\$425 LEVEL 6**

- 18 - Light Saber w/ Stand
- 19 - 3pc Stainless Steel Mess Kit
- 20 - Adventure Duffle Bag w/ BSA® Branding
- 21 - Air Hunterz Zano Bow w/ 2 Zarts
- 22 - Grab Bag E

**\$325 LEVEL 5**

- 13 - Multi Tool Flashlight
- 14 - Magic Sand Set w/ 6 Molds
- 15 - White Handle Lock Blade Knife & Case w/ BSA® Branding
- 16 - Catapult Plane w/ Decorative Stickers
- 17 - Grab Bag D

**\$250 LEVEL 4**

- 9 - Dry Bag - 5 liter - Yellow w/ BSA® Branding
- 10 - Mini Multi-Tool w/ Case
- 11 - 4x30 Binocular w/ Case
- 12 - 6" Stuffed Animal - Goat

**\$190 LEVEL 3**

- 5 - First Aid Kit w/ Waterproof Case
- 6 - Cinch Backpack w/ BSA® Branding
- 7 - Mini Dynamo Dual LED Light w/ BSA® Branding - Assorted Colors
- 8 - Watch/Pedometer

**\$90 LEVEL 2**

- 1 - Fire Starter and Steel
- 2 - Tony Hawk Box Boarders Assorted Characters
- 3 - Compass Thermometer Whistle
- 4 - Highlighter Scout - 4 Color Highlighter w/ Retractable Computer Brush

**LEVEL 1**

- 0.1 - Popcorn Sale Patch Sell any item
- 0.2 - Military Club Patch Sell One Military Donation
- 0.3 - Online Sale Pin Sell One Online Order
- 0.4 - Top Seller Pin Sell over \$1,000



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# 2024 prize program

## WINNER'S CIRCLE

### ★ SELL \$3,000

PICK A PRIZE FROM THE WINNER'S CIRCLE FOR EVERY \$3,000 SOLD

*Prizes subject to availability*



**\$200 AMAZON  
GIFT CARD**



**\$200 BEST BUY  
GIFT CARD**



**\$200 AMC  
GIFT CARD**



**AIRPODS**



**AMAZON FIRE  
10" TABLET**



**42" SMARTCAST  
TV**



**ELECTRIC  
SCOOTER**



**QUADCOPTER  
DRONE**

## POPCORN SELLING TIPS



### *A seller is*

- ★ **TRUSTWORTHY**... be honest when telling a customer how great the popcorn really is.
- ★ **LOYAL**... never give up!
- ★ **FRIENDLY**... always smile!
- ★ **COURTEOUS**... always be polite; wear a smile and introduce yourself.
- ★ **KIND**... always say "Thank you," even if the customer does not place an order.
- ★ **CHEERFUL**... call the customer by his or her name, if you know it.
- ★ **CLEAN**... make sure you always wear your uniform.
- ★ Always have an extra pen or pencil to keep your Take Order Form as neat as possible.
- ★ When you are selling the popcorn, tell the people what the money goes toward.
- ★ Make sure you know all the different types of products you are selling.

**FIRST DAY TO SELL:** \_\_\_\_\_

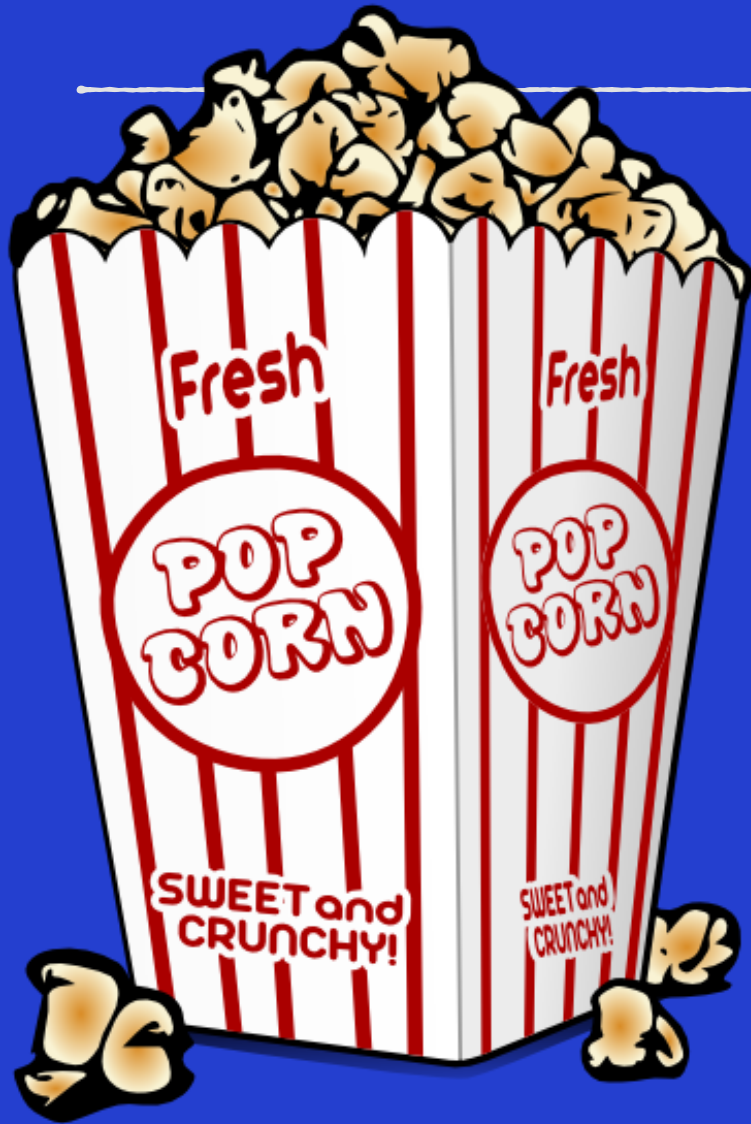
**ORDERS DUE:** \_\_\_\_\_

**DELIVERY DATE:** \_\_\_\_\_



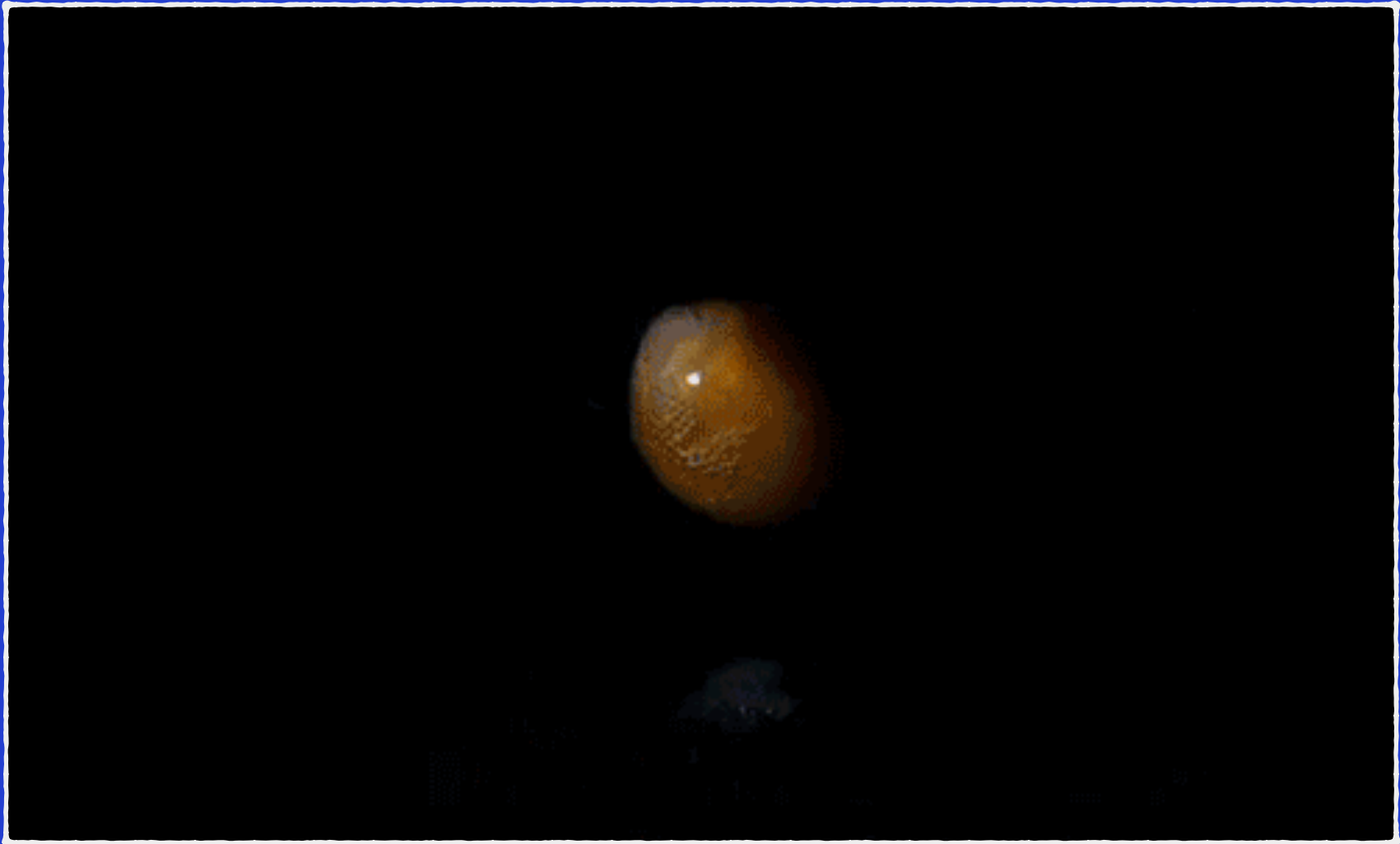
# Making this the best sale ever

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- Our products is great, BUT,
- People buy because they want to help you have a great time in Cub Scouts
- Introduce yourself
- Tell them how the popcorn helps you earn your way in Cub Scouts
- Ask for their support
- Be in your uniform

*We can do it!*



# A Great Kickoff is Important

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- Be Enthusiastic
- Share your unit's goal
- Clearly link how reaching the goal will help the pack provide a great program
- Safety tips
- Important dates
- Photo Contest

# *What's New?*

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- Easier online sales for popcorn
- 4.2% increase in online sales 23 over 22
- Kernel Tracker - real time inventory management
- WE HAVE STICKERS!!!

# 2024 commission structure

Page 5 of the Leader's Guide

Base Commission	29%
On Time Bonus	+2%
No Prize Bonus - TROOPS AND CREWS	+3%
<i>Bonus commission</i>	
Sales Growth (\$8,950 OR HIGHER)	+5%



# Important Dates

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- Aug. 14 8:00 AM - Show and Sell orders due
- Sept. 4-7 - Show and Sell Delivery
- Oct. 17 - Show and Sell returns/payment due
- Oct. 21- All paperwork Due
- Nov. 16 - Take Order Delivery
- December 2 - All Payments Due

# *Resources*

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- Leader's Guide - Information and Forms
- Sales Flyers (Whitley's and Peconica)
- Tasting Kit (to share with the Scouts)
- Money Envelopes

# *Ordering Process*

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- Order Popcorn Online
- Order Whitley's through WFC
- Show and Sell returns must be in by 4pm Oct 17

*Questions?*

# *2024 popcorn & nut sale*

A great program for  
your Scouts

powered by popcorn  
and nuts!