



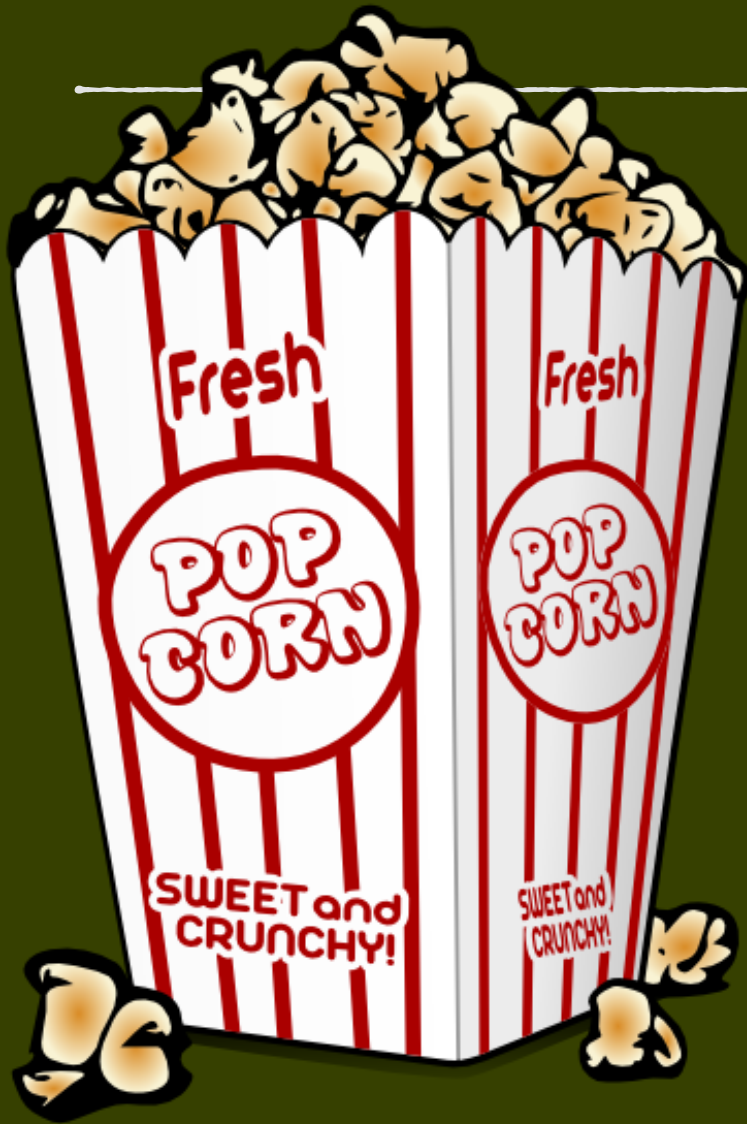
2021 Product Sales Program

Take your unit's program to the next level

powered by popcorn and nuts



Goals for today



- 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?



- Great partner in Pecatonica River
- 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

Welcome back Pack 123!

2021-2022 Program



GREAT YEAR PLANNED FOR US

- OCTOBER 27 - Halloween party
- NOVEMBER 19 - Aquarium Sleepover
- DECEMBER 16 - Pack Holiday Party



GREAT YEAR PLANNED FOR US

- JANUARY 28 - Pinewood Derby
- FEBRUARY 16 - Blue and Gold
- APRIL 23-24 - Family Camping Trip



GREAT YEAR PLANNED FOR US

- Camp Buck Run - July 9-11



*It takes money to run a
good program*

2019

\$15,000

2020

\$18,000

2021 popcorn sale

Awesome program year
powered by popcorn and nuts

2021 product-mix

- All of the popcorn best-sellers are back this year
- Adding a whole selection of products from Whitley's peanuts this year

2021 product-mix

YOUR FAVORITE POPCORN and MORE!



YELLOW POPPING CORN

America's healthiest snack food in a re-sealable Popcorn Stars & Stripes 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 (16 PACK)

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

Net Wt. 40 oz. ⬢ \$20



KETTLE CORN MICROWAVE (16 PACK)

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

Net Wt. 40 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



TRAIL MIX

This flavorful treat has cashews, peanuts, almonds, chocolate candies, raisins, dried cranberries and sunflower seeds.

Net Wt. 15 oz. ● \$20



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. 16 oz. ⬢ \$20



PEANUT BUTTER CUP

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

Net Wt. 16 oz. ♥ \$20



MUD PUDDLES

A sweet combination of our buttery caramel corn & crushed peanuts coated in rich creamy fudge.

Net Wt. 16 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. 16 oz. ⬢ \$25



MILK CHOCOLATY PRETZELS

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

Net Wt. 16 oz. ⬢ \$25



DOUBLE BUTTER MICROWAVE (30 PACK)

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

Net Wt. 75 oz. ⬢ \$30



HOMETOWN HEROES TRIO

Everyone's favorite blend of sweet & 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 LOVER'S

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. ⬢ \$40

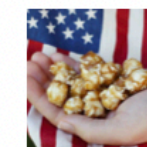


CHOCOLATE LOVER'S

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

Milk Chocolatey Pretzels, White Chocolatey Pretzels, White Ruby, Peanut Butter Cup, Coconut Rain

Net Wt. 60 oz. ⬢ \$50



MILITARY DONATION

Send the gift of popcorn to our military men & 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!

PEANUTS FOR OUR TROOPS

Donate a gift of peanuts for our military men and women, their families, and veterans' organizations.

- ★ \$50 Gold Donation
- ★ \$30 Silver Donation



5 Pack Gift Set

This popular set includes:
Honey Cinnamon Almonds,
Salted Peanuts, Salted Jumbo
Cashews, Crabby Chesapeake
Bay Peanuts, and Honey
Roasted Peanuts.

5 cans - 28.25 oz. total
\$55 ★

**BEST
Seller**

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. \$20 ♥

12 oz. \$15 ◐



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. \$15 ➤



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.

24 oz. \$40 ●



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. \$25 ▮

12 oz. \$15 ▮



Honey Cinnamon Almonds

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

13 oz. \$25 Σ

Whit's Party Mix

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.

18 oz. \$25 ⚙



Dark Chocolatey Almond Clusters

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

10 oz. \$20 ◆



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. \$15 □



**Customer
FAVORITE**



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. \$25 +

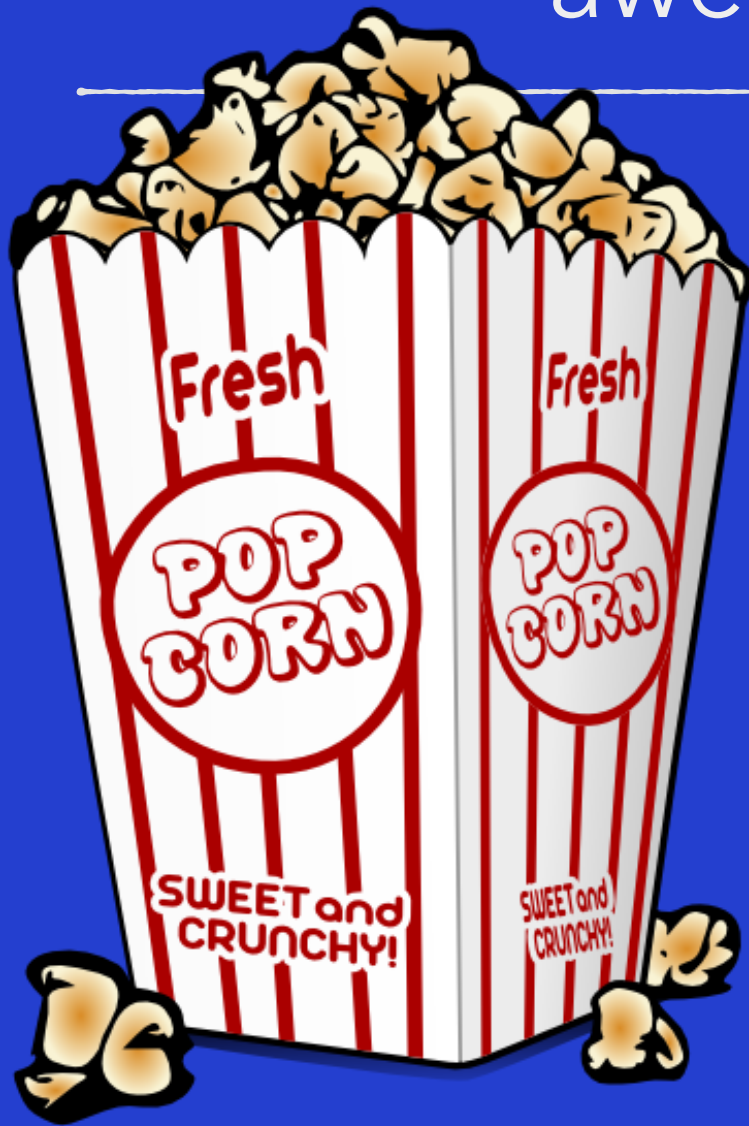
The Whitley's Difference

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.



70%
goes directly to
your organization!

How are we going to sell these awesome treats?



- Blitz days - Sept. 17, Oct. 1, Oct. 8
- Table Sales at Lowes, Walmart, and Sam's
- Order forms
- Online Sales

2021 prize program

REACH THE SUMMIT

\$825 LEVEL 8

\$575 LEVEL 7

\$375 LEVEL 6

\$275 LEVEL 5

\$175 LEVEL 4

\$125 LEVEL 3

\$75 LEVEL 2

LEVEL 1

25 - HEXBUG VEX Ambush Striker
26 - LEGO Speed Champions Formula E Panasonic Jaguar Racing
27 - 2-Person Waterproof Tent
28 - Grab Bag G

21 - Aluminum Safety Flashlight
22 - Telescope w/ 40x Magnification
23 - Telescoping Fishing Pole w/ Reel
24 - Grab Bag F

17 - Rosewood Knife w/ Clip & BSA® Branding in Box
18 - Cooler Chair w/ Backpack
19 - HEXBUG Nature Babies - Snow Leopard
20 - Grab Bag E

13 - 3-Watt - 200 Lumen COB LED Headlamp
14 - Air Hunterz Zano Bow w/ 2 Zarts
15 - SOS Survival Kit
16 - Thinking Sand - Castle

9 - Multi-Function Knife
10 - First Aid Kit
11 - Indoor Squishy Sticky Baseball (2pack) w/ BSA® Branding
12 - 6" Penguin w/ BSA® Branding

5 - Mini Dynamo Flashlight w/ BSA® Branding
6 - Cinch Backpack w/ BSA® Branding
7 - Retractable Straw & Utensil Set
8 - Color Changing Watch/Pedometer

1 - Fire Starter
2 - Carabiner w/ Strap & BSA® Branding
3 - Compass Thermometer Whistle
4 - Pop Up Phone Stand Holder (Phone not Included)

0.1 - Popcorn Sale Patch
0.2 - Online Sale Pin
0.3 - Military Sale Pin
0.4 - Top Seller Pin
Sell over \$1,000

\$650 Bonus Club
Scouts who sell \$650 in product will receive their choice of

0.5 - 6-in-1 Cooking Multi. Tool
0.6 - Zing Firetek Rocket
0.7 - LEGO Friends Mia's Foal Stable Set

REACH THE SUMMIT

\$5,000 LEVEL 14

\$3,500 LEVEL 13

\$2,750 LEVEL 12

\$2,000 LEVEL 11

\$1,650 LEVEL 10

\$1,100 LEVEL 9

44 - Carrera Evolution DTM Ready to Roar
45 - Coleman 10'x9' DarkRoom Fast Pitch Screened Dome 6-Person Tent
46 - LEGO Technic Bugatti Chiron

41 - Skullcandy Indy ANC True Wireless Earbuds
42 - Dart Zone Pro MK 1.1
43 - LEGO Technic Porsche 911 RSR

38 - Adventure Camp Package
39 - HEXBIG Build Blitz
40 - LEGO Friends Heartlake City Amusement Pier

35 - LEGO Harry Potter's Hogwarts Clock Tower
36 - Coleman 4-Person Tent w/ HD Camera
37 - Holy Stone Drone

32 - High Sierra Tactical Pack
33 - Hexbug Battleground Tower w/ 2 Spiders
34 - LEGO Star Wars Resistance Y-Wing Starfighter

29 - Walkie-Talkie
30 - LEGO DC Super Heroes Lex Luthor Mech Take-down w/ Batman & Wonder Woman
31 - Camping Bluetooth Speaker w/ Powerbank and Lantern

POPCORN SALE **REACH THE SUMMIT**

Westmoreland-Fayette Council
Council Code: 512WFC
www.wfbsa.org
For Sale Related Questions:
Council Office (724) 837-1630
For Prize Related Questions:
GCC/Keller Marketing (888) 351-8000

Council Customizing Area

How to Select Your Prizes

- Sell any item and receive the Popcorn Sale Patch.
- Sell \$75 or more and receive a Popcorn Sale Patch AND any Level 2 Prize.
- Sell \$125 or more and receive a Popcorn Sale Patch AND a prize from the level you achieve; or select a combination of prizes from lower levels, as long as the total prize value does not exceed the Level Achieved.

Example: Sales of \$575 choose one prize from Level 7 ...OR... THREE prizes from Level 4; etc.

All prizes are subject to substitution by Keller Marketing after consultation with your local Council. All substitutions will be for an equal or greater value prize.

2021 prize program

WINNER'S CIRCLE

★ **SELL \$2,500**

PICK A PRIZE FROM THE WINNER'S CIRCLE FOR EVERY \$2,500 SOLD



**\$200 AMAZON
GIFT CARD**



**\$200 BEST BUY
GIFT CARD**



**40" SMARTCAST
TV**



**NINTENDO
SWITCH LITE**



**AMAZON FIRE
10" TABLET**



ZIP LINE



**ELECTRIC
SCOOTER**



**QUADCOPTER
DRONE**

DISTRICT PRIZE ENTRY FORM FOR UNIT TOP SALESMAN

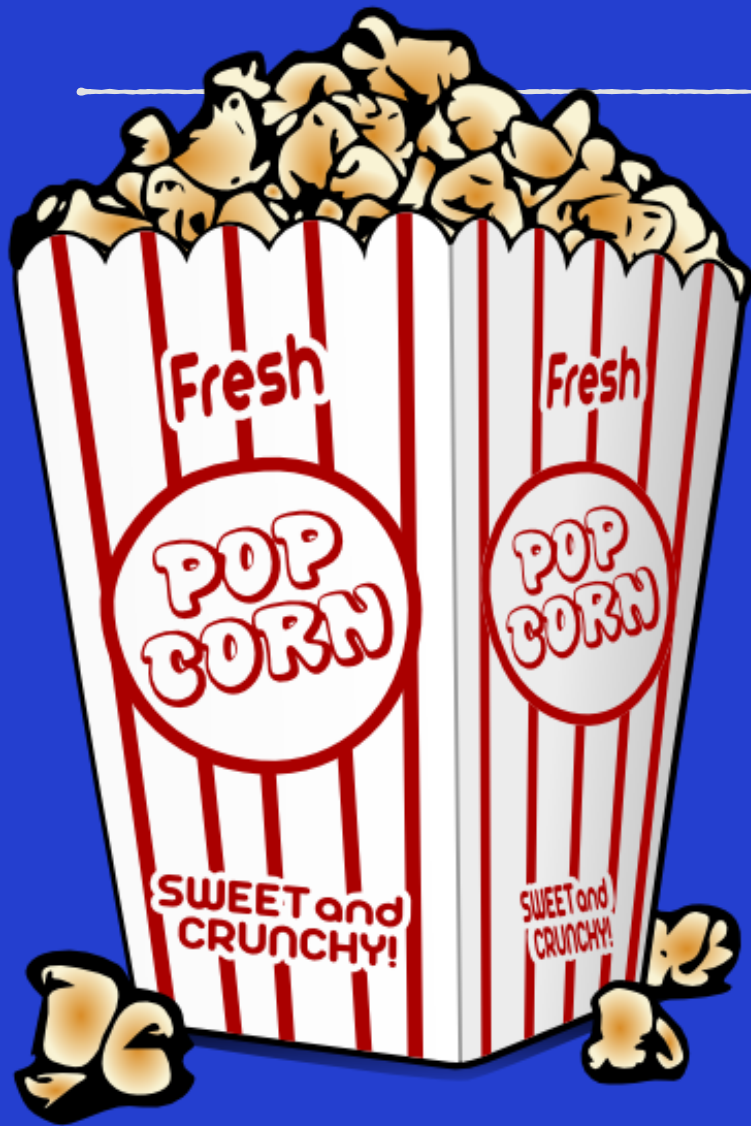
Be the top selling Scout within your Unit and get your name entered into a District drawing for a chance to win a Holy Stone GPS drone. ([Click Here](#) *Prize is subject to availability and substitutions will be made if product is unavailable*)



Key Features:

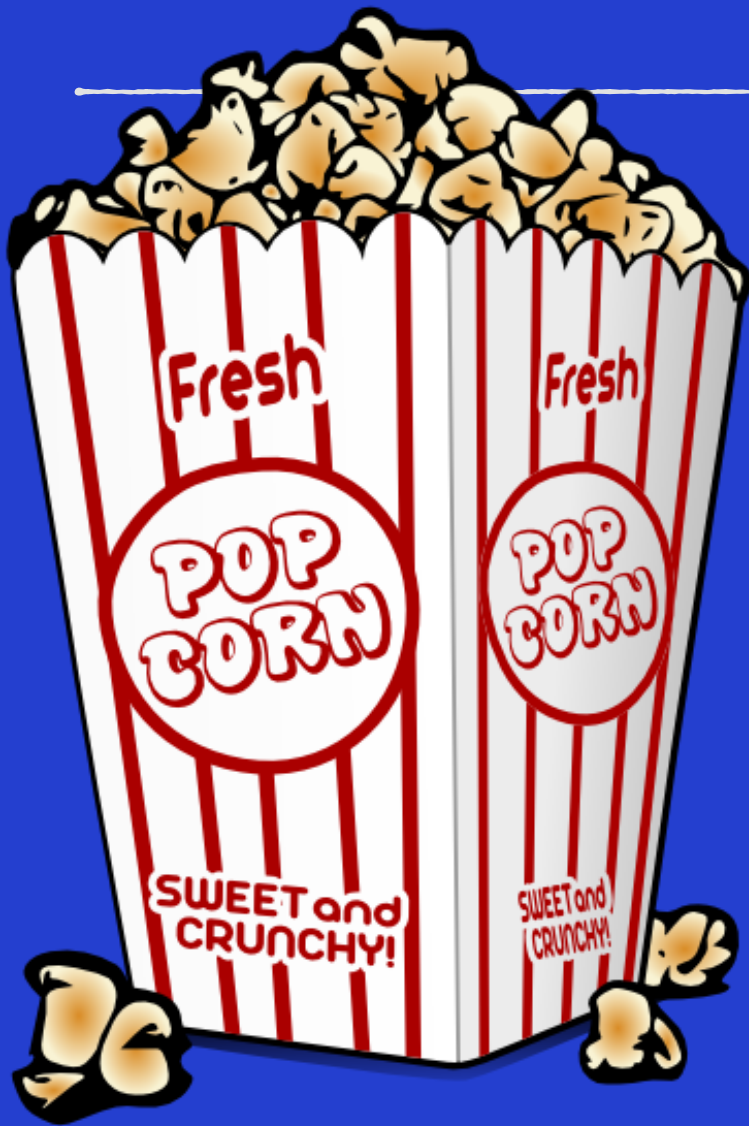
- **GPS Auto Return:** Equipped with GPS Location, the drone can memorize the "HOME" point and return automatically whenever the drone loses signal, or loses power, or whenever you press down auto return button.
- **Intelligent Features:** You may set a Custom Flight Path or instruct the drone to Follow you automatically.
- **Upgraded Configuration:** The carrying bag makes it convenient to take the drone out; 2 Modular Batteries prolong flight time to 26 Minutes; Control Range is up to 984ft.
- **1080P HD FPV Camera:** The HS110G drone with 1080P HD camera can record images and voice at the same time. And you can share them on social media immediately through the App.
- **Easy for Beginners:** The latest Altitude Control System enables stable flight. There are icons on the Controller and App to help users quickly grasp flying skills.

Making this the best sale ever



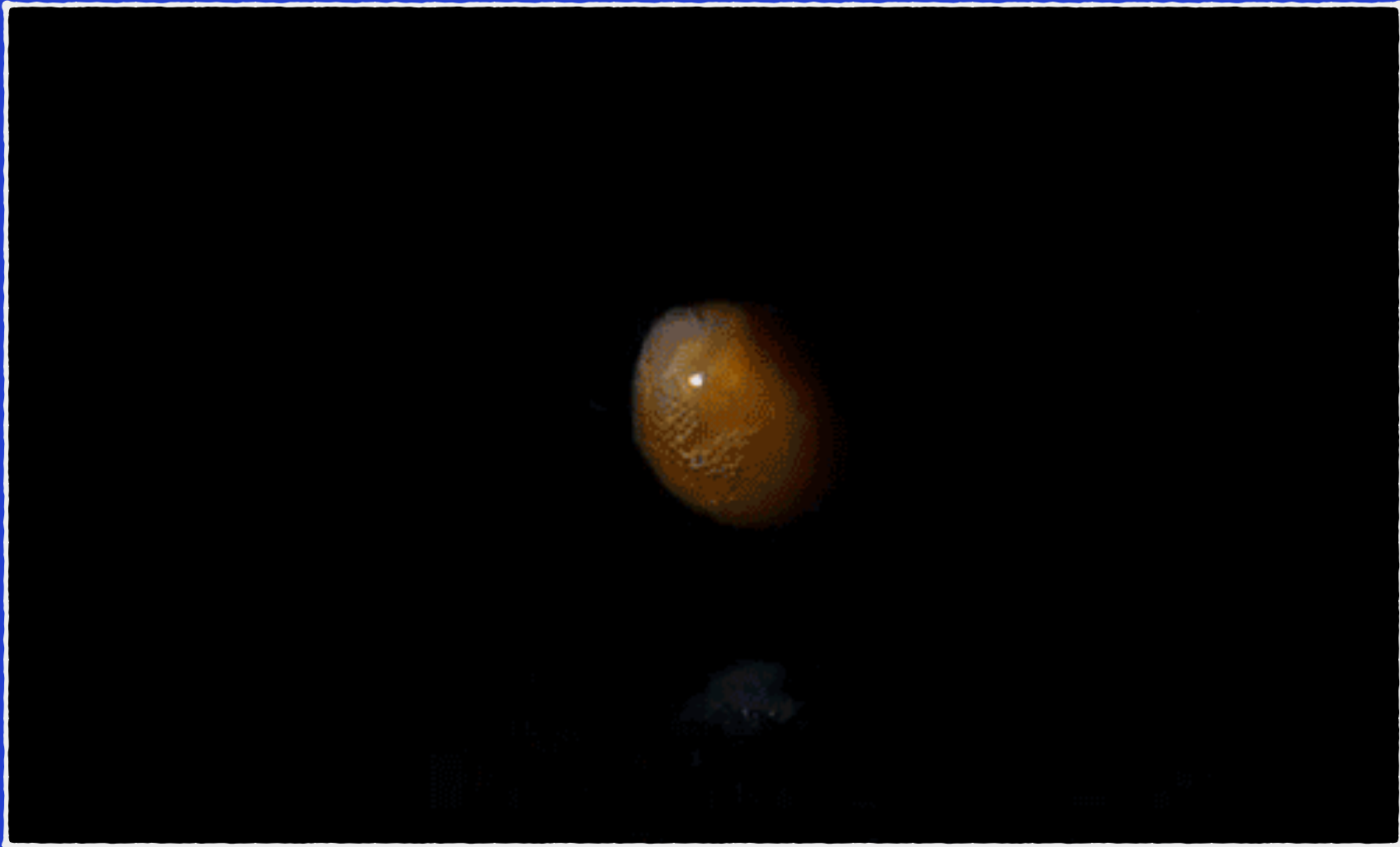
- Our products is great, BUT,
- People buy because they want to help you have a great time in Cub Scouts
- Introduce yourself
- Tell them how the popcorn helps you earn your way in Cub Scouts
- Ask for their support
- Be in your uniform

Important Dates



- Blitz Days - Sept 17, Oct. 1, Oct 8.
- Sept. 26, 6:00-7:30pm Walmart
- Sept. 29, 6:00-7:30pm Sam's
- Oct. 4th 6:00-7:30pm Lowes
- Oct. 9 10:00-noon Walmart

\$18,000 - We can do it!



A Great Kickoff is Important

- 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

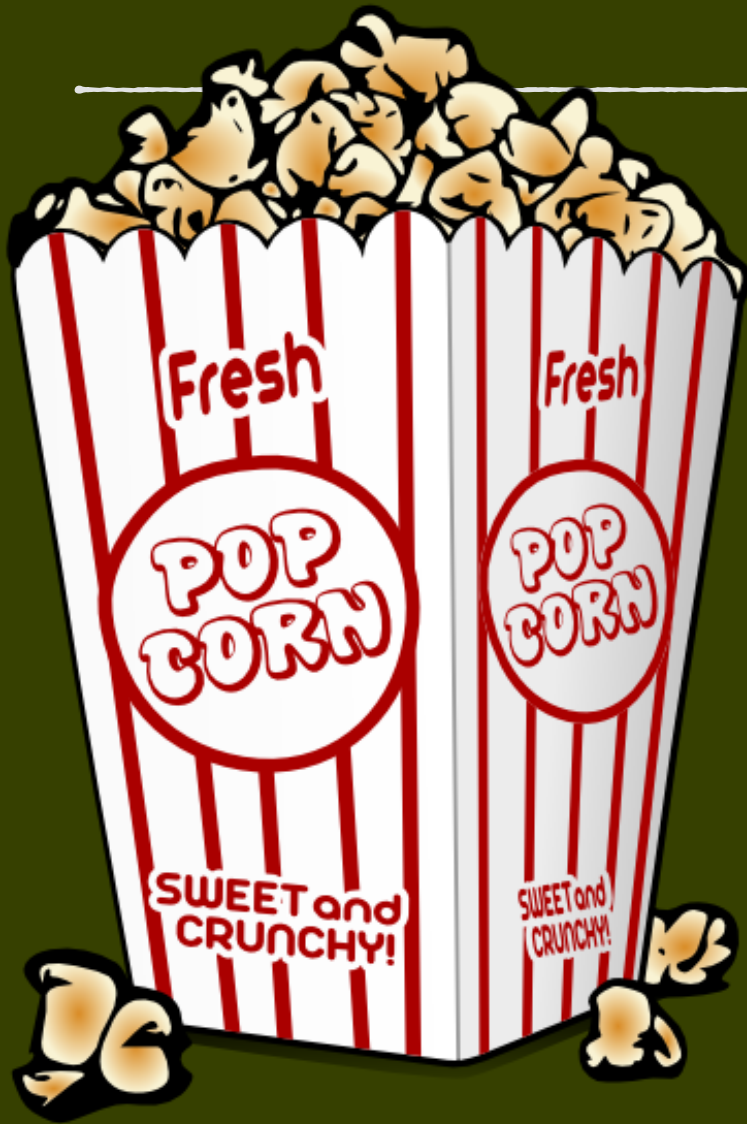
What's New?

2021 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



- Aug. 13 8:00 AM - Show and Sell orders due
- Aug 28 - Show and Sell Delivery
- Oct. 22 - Show and Sell returns/payment due
- Oct. 25- All paperwork Due
- Nov. 7 - Take Order Delivery
- Nov. 24 - All Payments Due

Resources

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

Ordering Process

- Order Popcorn Online
- Order Whitley's through WFC
- Show and Sell returns must be in by 4pm Oct 22

Questions?

2021 popcorn sale

A great program for
your Scouts

powered by popcorn
and nuts!