

2026 Products

- We only sell popular products & flavors that consumers purchase and enjoy every day.
- Now featuring Scouting America and Scouts in action.
- No artificial colors or flavors.

OVER
70%
STAYS
LOCAL™



White Cheddar

- National #1 seller
- Savory and made with real cheese
- 16.5 cups | 6oz

NEW
FOUR
\$20
PRODUCTS*

**DESIGNED TO INCREASE
CONSUMER PURCHASES!**

**SIMPLIFIES SALE FOR
SCOUTS, LEADERS,
AND CONSUMERS!**



Salted Caramel Corn

- Rich caramel with just the right amount of salt
- 5 cups | 11oz



Sea Salt

- Just the right amount of salt
- 3 simple ingredients
- 12.5 cups | 5oz



Kettle Corn

- Light, crispy texture
- Only 4 ingredients
- 7.5 cups | 4.5oz



Microwave Butter Popcorn

- The right snack for movie night
- 12 microwave bags



Chocolatey Pretzels

- Crisp airy pretzels in a creamy chocolatey coating
- 12oz

2026 Popcorn Guidebook

A Unit Leader's Path to Success!



What's Inside:

1. Introduction to Popcorn
2. Popcorn Kernel Duties
3. Key Dates
4. Commission
5. Storefront Sales
6. Resources
7. The Unit Kick-off
8. Prizes
9. Sales Methods
10. Sales Techniques



A Scout is Thrifty

The Popcorn Sale

Popcorn is designed to help Units fund their program year. 70% of the sale price stays with local Scouting, and Units can earn between 30% and 37% commission. The sale will begin at the end of August and conclude at the beginning of December, giving Units more than 3 months to sell and close out their accounts.

During the 2025 sale, 104 Units sold \$1,563,589! Our top Unit sold \$106,764!

This Year's Theme

This year's sale launches Scouts into **Super Popcorn Galaxy** — a popcorn-powered adventure across stars, collecting coins, and finding new worlds! As Scouts reach sales milestones, they'll unlock rewards, power up their progress, and discover new levels throughout the sale. From collecting their first coin to unlocking an entire galaxy of rewards, every sale helps fuel the adventure.

Scouts can earn fun theme-related prizes for selling popcorn!

\$300 Mushroom Needoh
\$600 Supershoom Light
\$1,000 Prize Raffle, & Top Seller Experience*

*more details to be released in August



Sales Techniques for Scouts

Don't miss the opportunity to use the popcorn sale to train your Scouts in public speaking, sales, and service. Your Scouts and parents will appreciate the effort and your sales will improve.

Have Scouts roleplay and practice during your Kick-Off. Find a way to make training fun and reward Scouts who do a good job.

Have your Scouts practice these simple steps:

- Wear your Scout Field uniform.
- Smile and tell them who you are – first name only!
- Tell them where you are from (unit within Scouting).
- Ask them if they would like to support Scouting by buying popcorn.
- Know your products.
- Close the sale, and thank them whether they bought anything or not.

Sample Selling Script

Hello! My name is (First Name) with (Unit). I'm selling popcorn to (earn my way to camp, support my Unit, be able to attend a specific, fun activity). Would you like to help support Scouting?

Prepared. For Life.
Thank you for your support of Scouting!



How to Sell Popcorn

Your job as Popcorn Kernel is to teach your Scouts how to sell. Create a plan and train your Scouts in all three methods of selling listed below; this will give you the best results.

Wagon: Scouts are given popcorn to take around their neighborhood and sell door-to-door. This allows them to give popcorn directly to people as they buy it. They can also take orders on their order form for products they are out of or that might not be available yet (such as Chocolate-y Pretzels, which don't ship until later in the sale) and return to deliver them later.

Online: Each Scout has an online page where friends and family can buy product and have it shipped to them.

Storefront: Units can coordinate with Trail's End and businesses to set up a table in front of a business for a few hours. This allows Scouts a steady flow of potential customers. **Please do not set up a table in front of any business without their permission.**

Safety and Courtesy

Be sure to review these safety and courtesy tips with your Scouts and parents.

- Sell with another Scout or with an adult.
- Never enter anyone's home.
- Never sell after dark, unless with an adult.
- Don't carry large amounts of cash.
- Always walk on the sidewalk and/or driveway.
- Say thank you whether or not the prospect buys popcorn.

Popcorn Kernel Responsibilities

You are the main coordinator between your Unit and the Scouting Colorado popcorn staff.

Popcorn Kernels should:

- Clearly communicate information about the sale to your leaders, parents, and Scouts
- Be aware of the sale timeline and all deadlines for orders and closeout
- Work with Council to obtain product and reach out if you need help
- Work with your committee chair to set a sales goal for your Unit
- Kick off the sale with a BANG and provide all Scouts with an individual sales goal
- Inspect, coach, and recognize your Scouts
- Join the Popcorn Forum on Facebook to learn new information and coordinate with other Units
- Collect all money and turn in the amount due to Council on time

Join the Popcorn Forum



Duties by Month

July:

- Sign Unit up for Sale & Complete Onboarding
- Attend popcorn kick-off
- Sign up for Storefronts through Trail's End

August:

- Make initial popcorn order
- Hold Unit kick-off
- Pick up popcorn and start selling

September:

- Second popcorn order due

October:

- Pick up second order
- Return popcorn if necessary (for loss of 2% commission)

November:

- Final order for sale
- Final popcorn pickup

December:

- Finalize sale and settle up with Council



2026 Key Popcorn Dates

- 22-Jul Popcorn/Recruitment Kickoff 1, 5-8pm
- 23-Jul Unit Onboarding Completion Deadline
- 25-Jul Popcorn/Recruitment Kickoff 2, 10-1pm
- 10-Aug Deadline for Units to place first order
- 21-Aug Popcorn Distribution at District Sites
- 15-Sep Second Replenishment Order Deadline
- 25-Sep Distribution for Second Order
- 12-Oct Popcorn returns
- 2-Nov Deadline for Units to place final order
- 13-Nov Council Popcorn Distribution
- 4-Dec All money needs to be into the Greater Colorado Council (Paid)

First Pick Up Locations

- Alpine, Frontier, Valley - Pet Food Experts (2075 W 64th Ave, Denver, CO 80221)
- Black Feather, Centennial - Project Cure (10377 E Geddes Ave #200, Centennial, CO 80112)
- Majestic Mesas - All Pro Moving (559 Sandhill Ln, Grand Junction, CO 81505)
- Three Rivers - Reach out to your District Executive, Dominique Angulo (Dominique.Angulo@scouting.org, 720-266-2135)

Trail's End REWARDS[®]

EARN 4X WITH CREDIT

4 POINTS PER \$1 CREDIT & ONLINE SALES

1 POINT PER \$1 CASH SALES

+3 BONUS POINTS PER \$1 FOR CASH TO CREDIT[®]

CLAIM GIFT CARDS FOR ADVENTURES, FUN & GEAR!

Pick one or more: Amazon eGift Card, Prepaid Mastercard®, and others!

WHY IS CREDIT IMPORTANT

72% of U.S. retail is credit — yet Scouts are only 51% credit from consumers. That's a missed opportunity, because consumers spend 14% more with credit — helping Scouts hit goals 14% faster.

Plus, not handling cash is safer for Scouts, Parents, and Leaders, and credit means Scouts, Packs/Troops, and Councils get paid faster.



DOWNLOAD THE TRAIL'S END APP[®] TO START EARNING

PLUS

1 bonus point per \$1 for Heroes And Helpers[®]
Earn ADDITIONAL bonus points for achieving sales levels below

NEW

Earn points on sales between levels!
With 100% credit sales, Scouts claim when ready!
Each point = \$0.01 in gift cards; minimum of \$600 in sales is required for Rewards claiming to begin.

Here's what Scouts earn with all credit sales:

SALES LEVEL	BASE POINTS (4 POINTS PER \$1)		LEVEL BONUS POINTS		TOTAL POINTS	\$ REWARDS	WHAT YOU COULD GET
\$25,000*	100,000	+	235,000	=	335,000	\$3,350	Family Vacation
\$15,000	60,000	+	140,000	=	200,000	\$2,000	High Adventure
\$10,000	40,000	+	70,000	=	110,000	\$1,100	Canoe
\$7,500	30,000	+	50,000	=	80,000	\$800	3D Printer
\$5,000	20,000	+	30,000	=	50,000	\$500	Gaming Console
\$4,000	16,000	+	21,500	=	37,500	\$375	Day Camp
\$3,000	12,000	+	13,000	=	25,000	\$250	Hiking Backpack
\$2,000	8,000	+	3,000	=	11,000	\$110	Drone
\$1,500	6,000	+	1,500	=	7,500	\$75	Camping Tent
\$1,000	4,000	+	500	=	4,500	\$45	Video Game
\$600	2,400	+	100	=	2,500	\$25	Water Bottle

*Earn additional 45,000 bonus points for every \$5,000 sold above \$25,000

Trail's End Rewards earned in 2026 must be claimed by March 31, 2027. All rewards and promotions are subject to Terms and Conditions. The merchants represented are not sponsors of the rewards or otherwise affiliated with this company. The logos and other identifying marks attached are trademarks of and owned by each represented company and/or its affiliates. Please visit each company's website for additional terms and conditions.



Your Unit Kick-off

The objectives of your popcorn kick-off are simple:

- Get Scouts excited about selling popcorn
- Inform parents about the sale and what they can do to help their Scouts

How can you ensure a successful kick-off?

- Make sure the kick-off is properly promoted by email, email groups, and/or phone.
- Review the presentation with your Cub/Scoutmaster prior to the meeting. Plan who is to do what.
- Have snacks, drinks, and music.
- Keep it short.
- Set a sales goal and track weekly by Den, Pack, Patrol, Troop, or Crew.

Popcorn Kick-off Agenda

1. Grand Opening with music, cheers, and excitement.
2. Review Sales Goal and % of Scouts to Camp Goal, and explain key dates.
3. Scout Training: roleplay sales Do's and Don'ts.
4. Prizes: Review Unit-specific prizes and Council promotions.
5. Big Finish: Issue a challenge to your Scouts and send everyone home motivated to sell.

Follow up after the kick-off with important reminders like dates, family sales goals, and contests Council is running.

Commission

Units can earn up to 37% commission for the traditional popcorn sale. Bonus commission is given in December only if Units have settled their popcorn account by December 4th.

30% Base Commission

5% Bonus Commission 20/20 Club (Complete any 1 of the below)

- Units sells over \$20,000 in 2026
- 20% increase in total popcorn sales from 2025 sale amount
- Unit is new to the popcorn sale (did not sell in 2025 popcorn sale)

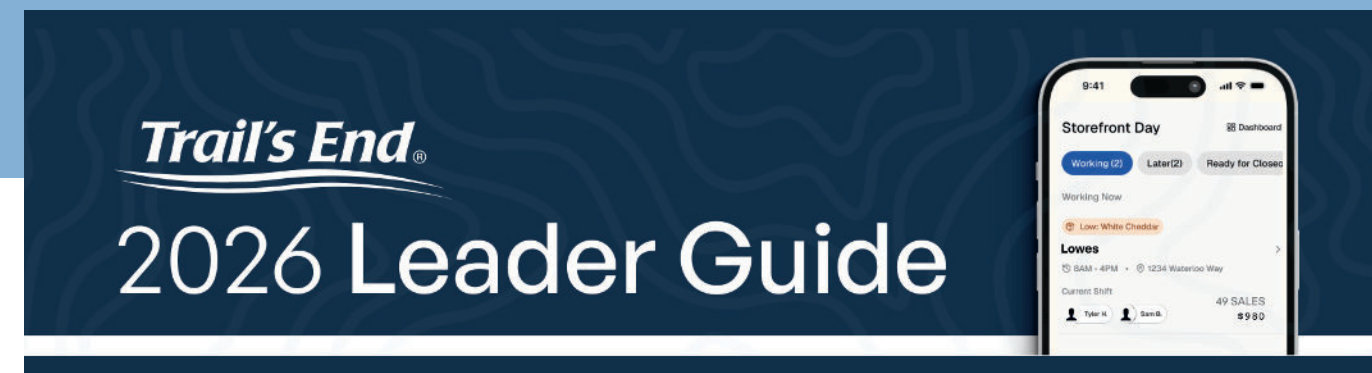
2% Bonus Commission for Zero Returns (Each Unit can only return a maximum 5% of their product in general; any returns at all loses this 2%)

35% Flat Commission for selling online ONLY

Sale Support

Contact your District Executive or Jack Castellano at 720-266-2122 or jack.castellano@scouting.org. We are here to help you! Use the QR code to find your District Executive.





Trail's End VIP Program

VIP Gold -\$60k+ Units

Personal phone call – 100% to your Goal!

VIP Silver -\$30-60k Units

100% to your Goal!

VIP Bronze -\$10k to \$30k Units

50% to your Goal!

All remaining Units

Receive up to 25 hours preassigned by completing Unit Onboarding before pick day

Key Dates:

- July 27: View your reserved hours/locations/times in Leader Portal under Storefronts Management. You'll be able to 'release' any pre-assigned hours you don't wish to keep. You can gain back hours released by using the reservation scheduler in the Leader Portal.

If questions, contact Trail's End at storefrontscheduling@trails-end.com.

We appreciate all you do for your Scouts – let's crush your 2026 goals!



New to Trail's End?

Register here: login.trails-end.com/unit-registration

START

Log into the Leader Portal

- Complete "Plan Your Fall Fundraiser" so Trail's End can secure Storefront hours for your Unit

Set Goals

- Build your Unit's Adventure Plan inside Portal
- Share your Unit calendar and budget with parents
- Scouts download the App and set their goals

Manage Storefronts

- View "Reserve Storefronts" for available hours.
- Ensure all Storefronts hours are filled
- Select "One Scout per shift" to achieve goals faster

Throughout the Sale

- Have Scouts use the Trail's End App
- Order and track inventory in the Portal
- Motivate your Scouts with [Trail's End Rewards](#)

When the Sale Ends

- Submit Scout Rewards
- Request your Unit Payout
- Celebrate and enjoy your Scouting year!

FINISH



HEROES AND HELPERS

Units earn commission, Scouts earn bonus Rewards, and Trail's End delivers heartwarming snacks to military personnel and their families, first responders and local food banks.

TRAIL'S END STOREFRONTS: UNITS & SCOUTS SELL 7X MORE

Trail's End secures **convenient hours and locations** for your Unit and Scouts on dates you can sell.



Last year, thousands of Scouts sold **\$300+/hour** over **27,000+** Storefront hours.

TRAIL'S END APP

Scouts:

Sign-up for Storefronts and get trained
Personalize and share their online pages
Claim Trail's End Rewards throughout the sale

Parents:

Quickly convert any cash at the end of every shift

<https://groco.de/trails-end>



GO CASHLESS

Trail's End pays all credit card fees. Tap-to-Pay is integrated directly into the App, making transactions **faster, easier, and safer** for everyone

... AND Scouts earn more Rewards with credit!



Join Our Leader Community
fb.com/groups/TEPopcornCommunity

Support and FAQs
support.trails-end.com



Meet Fin - Trail's End's new Chatbot
Get live answers in the Portal!