



Girl Scout Cookies®: New weights and shapes

All of us are making lifestyle changes in the face of a challenging economy. This year, you may notice that some Girl Scout cookie packages are a little lighter. We want to tell you why....

A decision by Girl Scouting

- Girl Scouts of the USA has approved a weight reduction in three cookie varieties produced by both bakers of licensed Girl Scout Cookies: Thin Mints, Trefoils®/Shortbread and Do-si-dos®/Peanut Butter Sandwich.
- The change was prompted by the continued increase in commodity costs for ingredients and energy used in the manufacturing and distribution of these products.

It costs more to make a cookie than it did one year ago

- You know your grocery bill is rising. The same is true for the bakery's food bill for commodities such as flour, baking oils and cocoa. **Some ingredients are 20% to more than 100% more expensive than last year.**
- It's expensive to fill your gas tank nowadays. Imagine the cost of filling the tanks of all the trucks that transport ingredients and deliver baked cookies. **Transportation costs are up 30-40%.**
- Is your home energy bill on the rise? The cost of natural gas that runs most bakery equipment is up **more than 60% over 2007.**
- The weight reductions offset some, but not all, of the rising costs. Little Brownie Bakers is making big investments to increase efficiencies and reduce waste at the bakery.

Our cookie baker's action plan

- Little Brownie Bakers is slightly reducing the net weight in most of its Girl Scout cookie packages.
- Some reductions are achieved by slightly reducing the cookie size; other reductions are achieved by putting fewer cookies in the package.
- This year, Thin Mints, Trefoils® and Do-si-dos®, consistent with GSUSA guidelines, will be reduced by **one ounce.**
- In addition, Little Brownie Bakers will reduce the package weights of Samoas® and Tagalongs® cookies by **0.5 ounces.**
- The weight reductions offset some, but not all, of the rising costs. Little Brownie is making huge investments to increase efficiencies and reduce waste at the bakery.
- Lemon Chalet Cremes will become round, a creative solution that increases baker efficiencies so much that the 8 oz. net weight in this cookie package will remain unchanged and the net count will increase to approximately 20 cookies per package.

Some things never change

- The quality ingredients and delicious recipes unique to all Girl Scout cookies will remain unchanged.
- The average consumer is still expected to buy 2-4 packages according to national consumer insights research.

Why the new sizes are the right sizes

- Despite a challenging economy, consumers still want to support the Girl Scouts.
- The package weight reduction action enables the baker to protect the council's cookie sale from the full financial impact of rising commodity costs.