



2025 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 for popcorn products.



NEW **FIVE**
\$20
PRODUCTS*

DESIGNED TO INCREASE CONSUMER PURCHASES!

SIMPLIFIES SALE FOR SCOUTS, LEADERS, AND CONSUMERS!



\$20

WHITE CHEDDAR POPCORN

#1 Seller Stays at \$20

- Savory and made with real cheese
- 16.5 cups | 6oz

\$20



BUTTER POPCORN

New

- Delicious and made with real butter
- 18 cups | 6oz



\$20

SWEET & SALTY KETTLE CORN

Increased from \$15 to \$20 & 3.5oz to 4.5oz

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

\$20



POPPING CORN

Increased from \$17 to \$20

- All natural, popping kernels
- 28oz



\$25

MICROWAVE BUTTER POPCORN

- Just the right snack for movie night
- 12 microwave bags

\$30

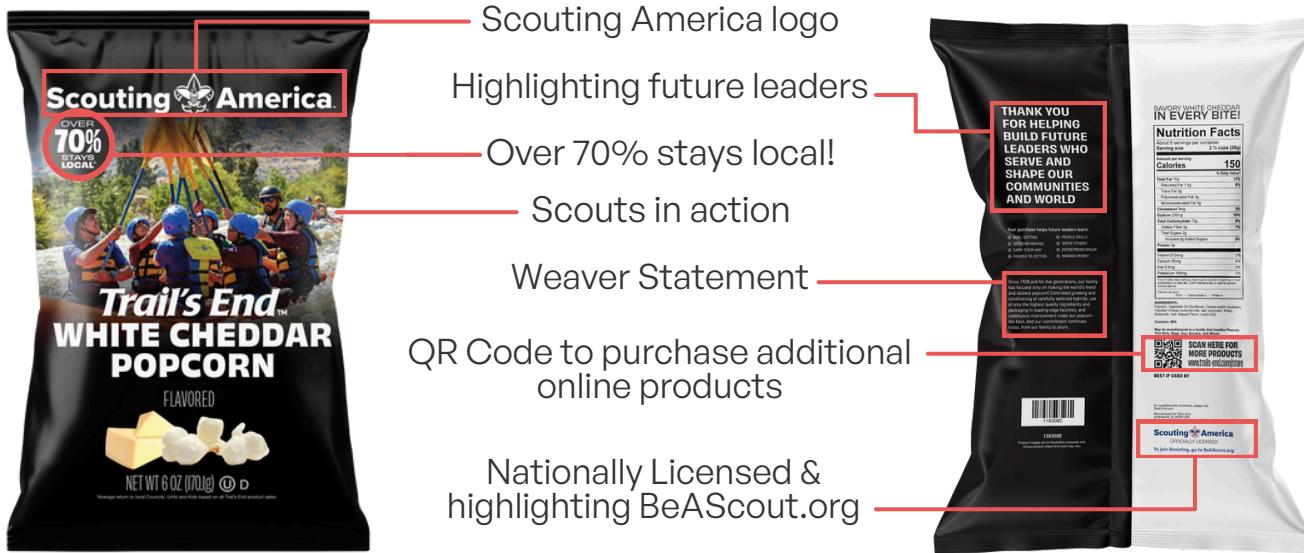


CHOCOLATEY PRETZELS

- Pretzel crunch covered in chocolatey goodness
- 12oz

*Each Council designates products and pricing for their Units to sell each year.

**Average return to local Councils, Units and Kids based on all Trail's End product sales. Individual results may vary. Nutritional information & ingredients available on back of packaging. Contact us at support.trails-end.com/support/home with questions.



PRODUCT	RECOMMENDED RETAIL	EST US RETAIL POPCORN MARKET
WHITE CHEDDAR POPCORN	\$20	\$500MM
BUTTER POPCORN (READY-TO-EAT)	\$20	\$150MM
KETTLE CORN	\$20	\$150MM
CARAMEL CORN	\$20	\$150MM
POPPING CORN	\$20	\$150MM
MICROWAVE POPCORN	\$25	\$900MM

Est 2 Billion, est 75% of US RETAIL POPCORN MARKET

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