

Order Cookies By February 2

Place your Initial Order in Smart Cookies by February 2 if your troop is planning to do booth sales or direct selling. These cookies will be available to pick up the week of Feb. 26 - just in time for opening weekend (March 2-3).

MISS THE FEB. 2 DEADLINE? Contact your Product Program Leader, then place a Planned Order in Smart Cookies by 10 p.m. March 2. Select the location where you plan to pick up your order by Friday, March 8.



Smart+ Cookies™
POWERED BY ABC BAKERS

How To Place The Troop's Initial Order

Place Your Initial Cookie Order By February 2

- Select “Orders” then “Troop Initial Order” then “Cookies” next to “Build Order By.”
- Enter the total number of CASES per variety. One case=12 boxes of cookies. Smart Cookies will total everything for you. Remember your cookie booth extras. If you are doing booth sales, order them now.
- Choose your delivery location. Click Save & Mark your order ready for review.
- Save the order. You will be able to modify the totals before February 2.

How Many Cases Should I Order?

Ordering the correct amount is not an exact science since each troop is different. Numbers below are based on the popularity of each variety. Badgerland retains the right to modify your troop's initial order if it appears excessive for the number of girls selling.

Badgerland's Suggested Order (Per Girl Selling In Your Troop)

5 Cases	Thin Mints
3 Cases	Caramel deLites
3 Cases	Peanut Butter Patties
1/2 - 1 Cases	Toast-Yays
1- 1 1/2 Cases	Lemonades
1 1/2 - 2 Cases	Adventurefuls
1/2 - 1 Case	Trefoil
1/2 - 1 Case	Peanut Butter Sandwich

- ★ Cookies are ordered by the case. Each case has 12 boxes of cookies.
- ★ These numbers reflect cookies sold through all channels - online and in person throughout the entire sale.
- ★ You do not have to order all varieties. Best sellers are Thin Mints, Caramel deLites and Peanut Butter Patties.
- ★ Badgerland's per-girl selling average is about 34 cases.
- ★ You may want to change quantities based on troop sales goals, the number of cookie booths planned, or whether you have girls selling online with Shipped Only.

NEW TROOPS:

We suggest doing a simplified order-taking sale for first-year troops. Learn more on page 6.

RETURNING TROOPS:

Use the Troop Initial Order Estimate worksheet on our website to automatically calculate 100% of your troop's last year's order; you can increase or decrease the numbers depending on your goals and the number of girls selling this year.

Wondering what the troop sold last year? Reach out to our Customer Care team and they can provide Girl Cookie Details, a Troop Sales Summary and/or the Troop Balance Summary.