



March 1, 2023

RASPBERRY RALLY FAQs

Raspberry Rally cookies are officially sold out. Girl Scouts of the USA (GSUSA) and ABC Bakers shared that news with the Badgerland Cookie Team on Friday, February 24. The information is disappointing and frustrating for all of Badgerland. To insure we all have the facts and consistent understanding about this situation, we compiled responses to the most common questions regarding this issue. Please take a few minutes to review. This will help prepare you and your Girl Scouts for questions you may receive about the matter.

Why are there no Raspberry Rally cookies left for Badgerland?

Two factors resulted in today's situation. When developing the strategy to roll out the new online-only cookie, GSUSA and its two cookie bakers planned two selling waves. The first wave opened in early January when many councils began sales. It took seven weeks for those councils to sell through the first batch of inventory. When the second wave opened in mid-February, the Raspberry cookies sold out within mere days. The second wave that disappeared in an astonishingly swift period of time contained the cookies that had been projected to be sold by Badgerland troops.

Besides the missed calculations in projecting sales volume, a second factor emerged as a barrier. ABC's selling platform did not immediately shut down access to customers ordering and paying for the Raspberry cookies. Because of that time lapse, they were selling cookies that were not available. That situation then revealed that their system was unable to cancel partial orders. So customers who had ordered Raspberry Rallies *and* other flavors had their entire orders canceled!

The quantity of existing Rally cookies was reduced to practically nil. Coupled with the knowledge that the ordering system would not turn off the flavor when it did sell out of the small amount (likely in minutes), would have caused all Badgerland digital orders containing even one package of Raspberry Rally cookies to be canceled in full!

That's why Badgerland customers do not have access to Raspberry Rally cookies this season.

Why were quantities restricted in the first place?

Girl Scouts of the USA made a decision in summer 2022 to launch a digital-only cookie to reinforce digital entrepreneurship and marketing skills for Girl Scouts. Additionally, the goal was to create excitement and visibility for the 2023 Cookie Program with a new cookie. Production contracts with the two bakers were based on sales projections and determined last summer. However, demand for the new flavor and easy online access swiftly outstripped supply. GSUSA and the bakers were unable to provide councils with more cookies due to logistics complications.

What's the future of Raspberry Rally cookies and will we ever have them?

GSUSA says these cookies will be offered in 2024. We do not yet know if they will be restricted to online sales. However, Badgerland has secured a guaranteed quantity for next year which, because of this year's debacle, is twice the quantity of other councils. For example, if the allotment is 8% of total direct ship sales, then Badgerland will be guaranteed 16%!

What about the ABC order-taking limitations?

The baker's online ordering system is changing in 2024 to a more cutting-edge system that meets the needs of today's digital shoppers - including Girl Scout cookie customers. The system upgrade is a high priority!

I hear my troop is getting a gift of Raspberry Rally cookies. Why is that?

Every single Girl Scout family around Badgerland is being gifted one package of Raspberry Rally cookies by ABC Bakers. This gift is in recognition of the frustrating situation. Please enjoy them - they are terrific cookies and we will look forward to having them in stock to share with the entire community this time next year.

Wait if there are enough cookies to gift to members why aren't they being sold online?

It's because of the limited quantities available. With thousands of cases selling in mere hours, there is every reason to believe that several hundred cases would be gone within minutes because everyone across the country would have access to the portal, not just Badgerland customers. Because of the platform limitations of not having the capacity to cancel partial orders, GSUSA and ABC Bakers determined the next right action was to halt the sale of the remaining inventory and distribute to Badgerland members and the other council impacted by this situation.

How will the gifted cookies be fairly divided among Badgerland troops?

Here is the formula that will be used to distribute the gifted cookies:

Troops with 2-12 girls will receive one case.

Troops with 13-24 girls receive two cases.

Troops with 25 and more girls will get three cases.

Juliettes and single girl troops will receive one package per girl.

- Note these individual packages are not to be sold but are a gift.
- Troop leaders will pick up the troop's allotment based on this formula at their assigned Cookie Cupboard and then distribute to individual families.

I've heard there are still some Raspberry Rally cookies for sale online...true?

Depending on when you read this it may be true. Remember there are two bakers authorized by GSUSA to produce Girl Scout cookies. The other baker, Little Brownie Bakers, is in a similar situation but may still have a small quantity of cookies available to their councils. Due to contractual agreements and other logistics, there is no swapping of inventory between the bakers.

I want to give my feedback to Badgerland, ABC, and GSUSA about this situation. How can I do that?

At the end of the cookie sale, Badgerland will send you a link to a survey. Needless to say, this issue will be a big topic. We will compile all the Badgerland feedback and provide it directly to Girl Scouts of the USA and also to ABC Bakers. Your voice will be heard and together we will have a LOUD Badgerland say in setting this right for next year!