

Girl Scouts are giving consumers something to “shout about” this winter as they introduce a new cookie, “Shout Outs™,” a light and crisp Belgian-style, caramel flavored cookie, making its debut when Girl Scout cookies go on sale Jan. 7.



There is no need for cookie consumers to panic, all of their favorites will still be in the Girl Scout Cookie line-up this year. Nebraskans will have until Jan. 23 to place their order, with their favorite neighborhood Girl Scout for Thin Mints, Shortbread, Peanut Butter Sandwich, Peanut Butter Patties®, Caramel deLites®, Thanks-A-Lot™, Lemonades™ and the new Shout Outs!™

“Girl Scout Cookies are extremely popular because they taste good,” said Fran Marshall, CEO, Girl Scout Spirit of Nebraska. “What consumers may not realize is that the small donation they are making translates into a positive, life-changing experience for the girls, funding for local troops and a lasting investment in the community.”

The Girl Scout Cookie program is the largest girl-led business in the country. While participating in the Girl Scout Cookie program, girls develop five essential skills: goal setting, decision making, money management, people skills and business ethics. The Cookie Program is also the primary source of funding for Girl Scout troop activities throughout the year, such as community service projects, environmental programs, camping adventures, field trips and perhaps travel to a destination near or far. All proceeds from the Spirit of Nebraska Girl Scout Cookie Product Program remain in Nebraska.

“Everything we do in Girl Scouting is designed to help girls grow into leaders of courage, confidence and character,” added Marshall. “Our Cookie Program is a time-tested, accessible way for Girl Scouts to acquire the building blocks of good business practices; skills they will use for the rest of their lives.”

Important Dates

- Jan. 7-23, door-to-door orders are taken.
- Feb. 21, cookie distribution begins statewide.
- March 18-April 3, cookie booths are open.

Those who want to order cookies but don't personally know a Girl Scout can call The Cookie Hotline at 1-877-NEMINT4U (1-877-636-4684) or visit girlscoutsnebraska.org

Girl Scout Cookie fun facts:

Best-selling Girl Scout cookies: 25 percent: Thin Mints; 19 percent: Caramel deLites; 13 percent: Peanut Butter Patties®; 11 percent: Peanut Butter Sandwich; 9 percent: Shortbread.

Where Girl Scout cookies come from: Two commercial bakers are licensed by Girl Scouts of the USA to produce cookies: ABC/Interbake Foods (Spirit of Nebraska's baker, located in Sioux City, Iowa) and Little Brownie Bakers.

How it all started: The first recorded sale was in 1917 when an industrious troop in Oklahoma baked and sold cookies out of a high school cafeteria. The nationwide Girl Scout Cookie Program now boasts a sales force of 2.8 million girls, raises more than \$700 million and funds programs for Girl Scout troops all across America.

Other Interesting Stuff

- Each year, U.S. Girl Scouts sell almost 200 million packages of Girl Scout Cookies. If those packages were laid end-to-end, they would nearly encircle the planet.
- Imitated but never duplicated, Peanut Butter Patties® have been in the lineup for more than 30 years. They are the third best-selling Girl Scout Cookie and are among the top ten best-selling cookies in America.
- All of ABC's Girl Scout Cookie varieties have a trans fat value of zero grams per serving.
- All eight varieties of the cookies are kosher. Mazel tov!
- Girl Scout Cookies packages are recyclable, and this year, the Thanks-A-Lots will come in a sleeve rather than a box, which will result in the reduction of 150 tons of paperboard waste and save a lot of trees!