

So, How Many Cookies Should We Order?

A great question, and we are here to help you through this unusual year!

First Things First:

You will definitely want to order all of the cookies from pre-sale. This includes any orders that were collected on a paper order card and any Girl Delivered orders from digital cookie. Since cookies must be ordered in cases, you will already be able to count on having a little bit leftover from this portion of the initial order.

Next:

If you are choosing to leave Girl Delivered cookies on as an option throughout the duration of the cookie season (ends on March 28th), you need to be prepared to fulfill those orders as they come in. It may be wise to order an extra case of our most popular cookies (Samoas and Thin Mints) to account for additional orders you may receive through Digital Cookie to be delivered by girls. You will also be able to lean on Cookie Cupboards and troop exchanges if you find yourself in a pinch and need more cookies!

If you don't want to deal with that – no sweat, parents can turn off the Girl Delivery option under the inventory tab in Digital Cookie. We DO recommend that you keep your Digital Cookie up with the option to ship cookies for the duration of cookie season, it's a no stress way to help your girl reach her cookie program goals – especially if you have friends and family out of state.

Finally – Booths:

The intel we are receiving about booths so far this year is that they have been just as popular as ever. Of course, this is not a science and things are a bit hard to precisely predict. The best advice that we have received to pass on is to order for your first booth weekend like you would in a usual year – if you have subsequent booth weekends after that plan to lean on Cookie Cupboards or exchanges if you're running low on stock. We don't want anyone to end up with their own personal year supply of Trefoils in the garage (unless that's what you want) so it is OK to play things a little bit more conservative this year. Below is a good break down and some statistics about booth sales that will help place your order:

- Based on data from the last few years we know that in Alaska, Troops with booths sell an average of one package of cookies per minute that they are staffing a booth.
- Most booth slots are 240 minutes long and that comes out to 240 packages of cookies that you could expect to sell in a regular year.
- Based on popular cookie sales the last few years we crunched some numbers and came up with the suggestion below for ordering cookies for 1 booth time slot (if you are doing back to back booths in a weekend, we would suggest doubling this order – don't want to run out of cookies right away!)
 - Thin Mints – 5 cases
 - Samoas – 4 cases
 - Tagalongs – 3 cases
 - Trefoils – 3 cases
 - Do-Si-Dos – 2 cases
 - Lemon Ups – 2 cases

- S'mores – 1 case
 - Toffee-tastic – 1 case
- Additional factors to consider – the above numbers have been rounded to even cases. If you want to hedge your bets further on having less leftover cookies, you could go with more of the popular flavors and less of the others. For example – if you're feeling doubtful there is much of a market for our Gluten Free Toffee-tastic cookies, maybe opt out of those ones and order an extra case of Thin Mints or Samoas instead. Generally it is best to have at least one case of each flavor for a booth.

If you still have questions about this fine art of order placing, please don't hesitate to get in touch with us. We will be happy to chat with you on the phone or go over anything you need a hand with. We are expecting quite a few inquiries about this this year, so thank you in advance for your patience!