



www.trails-end.com

POPCORN FOR OUR TROOPS

Donate a gift of popcorn for our military men and women, their families, and veterans' organizations.

\$50 Gold Donation
Over \$35.00 to local Scouting

\$30 Silver Donation
Over \$21.00 to local Scouting

Your purchase makes a difference.

70% of your purchase goes back to local Scouting to fund programs and camping activities for Scouts in your community.

Over **70%** goes to local SCOUTING*



NEW! **Chocolatey Caramel Crunch** 18 oz.
Sweet crunchy caramel corn in a creamy chocolatey coating.
\$25 Over \$16.00 to local Scouting



White Chocolatey Pretzels 20 oz.
The perfect blend of crispy pretzels wrapped in creamy white chocolatey goodness.
\$25 Over \$18.00 to local Scouting



Premium Caramel Corn with Almonds, Cashews & Pecans 18 oz.
A delectable gourmet caramel treat loaded with almonds, cashews and pecans.
\$20 Over \$14.00 to local Scouting



Dark & White Chocolatey Drizzle 9 oz.
Sweet and salty Kettle Corn with a decadent dark and white chocolatey drizzle.
\$20 Over \$14.00 to local Scouting



COLLECTION
Chocolate Lover's
• White Chocolatey Pretzels 17oz.
• Milk Chocolatey Pretzels 17oz.
• White Chocolatey Caramel Crunch™ 14oz.
• Chocolatey Caramel Crunch™ 14oz.
Over \$30.00 to local Scouting
\$55
Comes in a gift tin



Bacon Ranch 5 oz.
Crunchy popcorn that combines a blast of ranch with a kick of bacon for the perfect snack.
\$20 Over \$14.00 to local Scouting



Jalapeño Cheddar Cheese 6 oz.
Crispy cheese popcorn with a spicy punch of jalapeño.
\$15 Over \$11.00 to local Scouting



NEW! **White Cheddar Cheese Corn** 6 oz.
The perfect combination of light, crispy popcorn and rich white cheddar cheese deliciousness in every savory bite.
\$15 Over \$11.00 to local Scouting



COLLECTION
Sweet & Savory
• Dark & White Chocolatey Drizzle 9oz.
• Kettle Corn 6oz.
• White Cheddar Cheese Corn 6oz.
Over \$27.00 to local Scouting
\$40
Comes in a gift box



Classic Caramel Corn 11 oz.
A traditional favorite. Our Classic Caramel Corn is full of rich caramel flavor.
\$10 Over \$7.00 to local Scouting



Popping Corn 30 oz.
Trail's End's plain kernels for those who like to make popcorn from scratch.
\$10 Over \$7.00 to local Scouting



COLLECTION
Cheese Lover's
• White Cheddar Cheese Corn 6oz.
• Cheddar Cheese Corn 6oz.
• Buffalo Cheddar Cheese Corn 6oz.
Over \$20.00 to local Scouting
\$30
Comes in a gift box



18-Pack
Kettle Corn Microwave
Our deliciously sweet and salty Kettle Corn is better than ever!
\$25 Over \$18.00 to local Scouting



18-Pack
Unbelievable Butter™ Microwave
A customer favorite with more buttery flavor than ever before.
\$20 Over \$14.00 to local Scouting



18-Pack
Butter Light Microwave
Our lightest butter popcorn with new and improved flavor.
\$20 Over \$14.00 to local Scouting



Support Scouting Anytime at trails-end.com

*Across the entire Trail's End® product line, an average of 70% goes to local Scouting. All products, except Microwave Popcorn (which contains milk ingredients only), are produced in a plant that manufactures and handles products with peanuts, tree nuts, wheat, soy, milk and egg ingredients. ©2014 Trail's End®. All rights reserved.

2014 POPCORN CAMPAIGN

Key Dates:

- Aug. 1 Take orders for friends, family & parent's coworkers
- Aug. 1-2 Oahu Popcorn/Wreath Rally Overnighter at WetNWild
- Aug. 30 FINAL DATE FOR 1ST ORDERS
Weekly Drawing** \$50 GameStop gift card
- Sept. 5 Weekly Drawings continue through October 3
- Oct. 3 Final Drawing \$100 GameStop gift Card
- Oct. 4 Popcorn distribution Location TBA
- Oct. 31 Poptoberfest Drawings-Kindle Fire and Mountain Bike
- Nov. 3 Popcorn Final Orders Due
Last date to return unsold product-NO EXCEPTIONS
- Nov. 7 Prize Orders Placed Online \$650 Bonus Prize and \$1500 Club Members Names to Council
- Nov. 30 Final Prize Orders adjustments for online sales
- Dec. 6 Popcorn distribution Location TBA
- Dec. 6 \$1500 Club Members Pizza Party @ Aloha Council



*Party at
42 Puiwa Road*



**2014 POPCORN CAMPAIGN
COUNCIL LEVEL PRIZE INCENTIVES
TOP 3 COUNCIL SALESMAN PRIZES**



1st place 3 days/2 night accommodations at any neighbor island Aston Resort sponsored by ResortQuest Hotels AND (4) Roundtrip neighbor island tickets via Hawaiian Airlines (\$8,000*)

2nd place-Samsung Galaxy Tablet 10.2 (\$5,000*) Sponsored by



hopaco  **OfficeMax**SM

3rd place- \$150 Aloha Scout Shop Gift Card (\$3,500*)

*minimum sales



(6) WEEKLY FILLED IT UP PRIZE DRAWINGS-8/29-10/3**

1st Name Drawn—\$25 GameStop GC
2nd Name Drawn—\$ 5 Jamba Juice GC

10/3 Final Drawing:

1st Name Drawn—\$100 WalMart GC
2nd Name Drawn—\$ 25 GameStop GC

**Order Forms *MUST HAVE* all lines completed



TOP SELLING UNIT FOR ONLINE SALES

\$50 Target gift card

Minimum online sales must be \$3,000 to qualify to enter drawing



TOP UNIT AWARDS (3)

1. **Top Selling CHAMPION Unit** – Ice Cream Party at Farrell's
2. **60% increase over last year's sales**—Costco/Sam's Club Pizza Party for Unit
3. **30% increase over last year's sales**—Big Tub \$15 Ice Cream Party for Unit

Join the \$650 Fish Club

Sell \$650 and earn a Fishing Pole and Fish Club patch!
In addition to the Gift Card choice at the \$650 Level!

Sell \$1,500

You'll get a
BONUS \$50
gift card!

Sell \$2,500

6% of your total sales each year is invested in your own scholarship account.

Sell online at sell.trails-end.com

1 Sign in or create your account

2 Send emails to your customers

3 View your online sales

Online sales count toward your Scout Rewards!

Better flavor.
Better for you.
Better for Scouts
in your community.

Over
70%
goes to local
SCOUTING

Made with
Canola Oil*
0g trans fat



Trail's End

Over 70% goes to local Scouting