

Trail's End®

2025 PRODUCTS

- We only sell popular products & flavors that consumers purchase and enjoy every day.
- Now featuring Scouting America and Scouts in action.
- No artificial colors or flavors.



NEW

\$20
PRODUCTS*

**DESIGNED TO INCREASE
CONSUMER PURCHASES!**

**SIMPLIFIES SALE FOR
SCOUTS, LEADERS,
AND CONSUMERS!**

\$20



WHITE CHEDDAR POPCORN

#1 Seller Stays at \$20

- Savory and made with real cheese
- 16.5 cups | 6oz

\$20



SALTED CARAMEL CORN

**Reduced from \$25 to \$20
& 14oz to 11oz**

- Rich caramel with just the right amount of salt
- 5 cups | 11oz

\$20



SWEET & SALTY KETTLE CORN

**Increased from \$15 to \$20
& 3.5oz to 4.5oz**

- Light, crispy texture
- Only 4 ingredients
- 7.5 cups | 4.5oz

\$20



POPPING CORN

Increased from \$17 to \$20

- All natural, popping kernels
- 28oz

\$25



MICROWAVE BUTTER POPCORN

- Just the right snack for movie night
- 12 microwave bags

*Each Council designates products and pricing for their Units to sell each year.

**Average return to local Councils, Units and Kids based on all Trail's End product sales. Individual results may vary.

Nutritional information & ingredients available on back of packaging. Contact us at support.trails-end.com/support/home with questions.



PRODUCT	RECOMMENDED RETAIL	EST US RETAIL POPCORN MARKET
WHITE CHEDDAR POPCORN	\$20	\$150MM
KETTLE CORN	\$20	\$150MM
CARAMEL CORN	\$20	\$150MM
POPPING CORN	\$20	\$150MM
MICROWAVE POPCORN	\$25	\$900MM

Est 2 Billion, est 75% of US RETAIL POPCORN MARKET

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