

Raspberry Rally ◀ *Cookie Council FAQs*

What is the new Raspberry Rally Cookie?

The Raspberry Rally Cookie has a pink crisp raspberry flavored center and dipped in the same chocolate coating as our popular Thin Mint cookie. For more information, visit [the Meet the Cookies](#) page on our website.

How and when will Raspberry Rally Cookie be available?

The Raspberry Rally Cookie will be sold exclusively on digital platforms including Digital Cookie™ and ABC Smart Cookie® with direct shipping to the customer's door. It will be available for Girl Scouts using an approved digital sales platform when your council's season begins.

Why is Raspberry Rally only available online?

The Girl Scout Cookie Program is all about teaching entrepreneurship. When searching for new opportunities for girls we considered simplicity, new skills, and building overall excitement for everyone. This approach enables girls to learn entrepreneurship through their own online business by building relevant omni-channel selling skills, pitching to customers online and providing convenience.

Expanding the Girl Scout Cookie lineup through an online exclusive allows us to provide girls additional opportunities to grow their digital sales and more rapidly respond to ecommerce trends and consumer desires for innovative Girl Scout cookie options. As ecommerce continues to grow and expand, online only exclusives are a common experience for consumers. During the pandemic, Girl Scouts successfully pivoted to online-only cookie sales tapping into their creative and entrepreneurial skills to meet their cookie goals.

Concern about shipping and handling costs

Shipping costs are affected by many factors including shipping demand, transportation costs and fuel prices. These prices are driven by the vendors and not Girl Scouts of the USA.

Is Raspberry Rally being sold online because of the pandemic or issues with the 2022 cookie sale?

The decision to sell Raspberry Rally exclusively online was made well before the pandemic. Planning for the production and rollout of consumer package goods takes many years of research and development. *[if needed, insert additional message about why it's an online exclusive]*

Why would you offer a new cookie but only in limited quantities?

In partnership with our bakers we believe that we will have sufficient inventory to meet our forecasted online volume needs. However, based on a relatively short cookie season and in anticipation of supply chain issues, we determined a fixed amount of production.

How will Raspberry Rally be equally distributed among councils to ensure every girl can sell?

You can view the June 15 webinar explaining the equity plan [here](#).

Can I purchase a large quantity and distribute them to sell at booths?

The Raspberry Rally cookie is only available for purchase on girls' digital platforms. It is not available for in-person sales and economically purchasing cookies at retail value and paying shipping fees isn't a sound business decision.

Is Raspberry Rally Vegan?

The Raspberry Rally cookie is made with vegan ingredients. You can find additional information on our [Meet the Cookies page](#).

Will members be able to sell the cookies at cookie booths?

The Raspberry Rally Cookie is exclusively sold on digital platforms including Digital Cookie and ABC Smart Cookie for direct shipment only. Girls can take Raspberry cookie orders on their digital cookie sites and have them shipped directly to the purchaser. In person delivery is not available.

What about customers who ask at my booth?

Raspberry Rally can be ordered and shipped directly to the customer by using a girl's or troop's Digital Cookie or ABC Smart Cookie link. Girl Scouts can also work with troop leaders and/or parents to create a QR code that can be shared with customers who visit the booth. Additional ordering information is available on a postcard-sized handout that customers can refer to when they are ready to reorder anytime.

Remind customers that the online-only option applies to Raspberry Rally only at this time. The primary Girl Scout Cookie varieties are readily available at the booth and on our approved digital selling platforms, including top sellers like Thin Mints and the new Adventurefuls that debuted last year. Customers can pick up their Girls Scout Cookies at the booth and replenish their supply for delivery to their home at a later date.

Is the new Raspberry Rally cookie gluten free?

The new Raspberry Rally Cookie is not gluten free. We do offer two gluten free options: Toffee-Tastic® and Caramel Chocolate Chip, depending on your local council.

Does Raspberry Rally Use Palm Oil?

Like most baked snacks sold in the United States, palm oil is the most widely used vegetable oil in the world and is an ingredient in Raspberry Rally. Per GSUSA's licensed bakers, it is necessary to use palm oil in our cookies because of its unique ability to provide volume and texture in baked goods, usually without adding trans fats. Additionally, growing palm oil requires less land in comparison to other vegetable oils

and supports the livelihoods of more than 4 million farmers globally. Although we continue to explore alternatives, currently, there are no viable or readily available alternatives for use in the production of Girl Scout Cookies. We have created a [2022 Palm Oil Toolkit](#) where additional messaging and FAQs can be found.

Who picked the new cookie?

The GSUSA Cookie team worked with both bakers as well as members of the PSAT and Cookie Steering Co. to develop a cookie that is both delicious and exciting!

How long will Raspberry Rally cookie be available for purchase?

The Raspberry Rally Cookie will be available while supplies last this year. You can work with your baker representative for the most up to date inventory levels.

Where does the Raspberry Rally Cookie Ship?

The Raspberry Rally Cookie will ship directly to the customer address placed in the Digital Cookie or ABC Smart Cookie order. This provides an opportunity for a cashless exchange, and you don't have to schedule a delivery appointment!

Why is the new flavor raspberry?

The Raspberry Rally Cookie was developed with both of our licensed bakers and tested among focused groups that expressed significant interest in this flavor.

Can my council order Raspberry Rally from the baker?

No. Raspberry Rally is only available through Digital Cookie/ABC Smart Cookie.

Is the new package environmentally friendly?

GSUSA is also working with its bakers toward sustainable and ethical sourcing of Girl Scout Cookie ingredients, including our packaging. The plastic tray material and cardboard packaging is recyclable in many areas, so please check with your local facilities. GSUSA is also working with its bakers to improve the environmental footprint of its cookie packaging, as we recognize the need to reduce emissions and the number of materials used as much as possible.

Will any of the old cookies be going away?

No! The Raspberry Rally has been added in addition to our other nine favorite flavors this year.