

POPCON SALE CALENDAR

AUGUST 24	SHOW AND SELL ORDERS DUE TO COUNCIL
SEPTEMBER 3	POPCORN SALES BEGIN / UNIT KICKOFFS
SEPTEMBER 5	SHOW AND SELL ORDER DELIVERED
SEPTEMBER 7	SHOW AND SELL ORDER PICK UP
OCTOBER 8	SHOW AND SELL ORDERS CLOSED WITH COUNCIL
NOVEMBER 1	POPCORN SALES END
NOVEMBER 2	POPCORN ORDERS DUE TO COUNCIL
NOVEMBER 13	POPCORN DELIVERED TO DISTRIBUTION SITES
NOVEMBER 14	UNIT POPCORN PICK UP
DECEMBER 14	ALL POPCORN ACCOUNTS CLOSED WITH COUNCIL — MONEY DUE (Turn in money to your DE or at a Council Service Center)

SELL ONLINE
trails-end.com

Online selling is **EASY** and **FUN!**

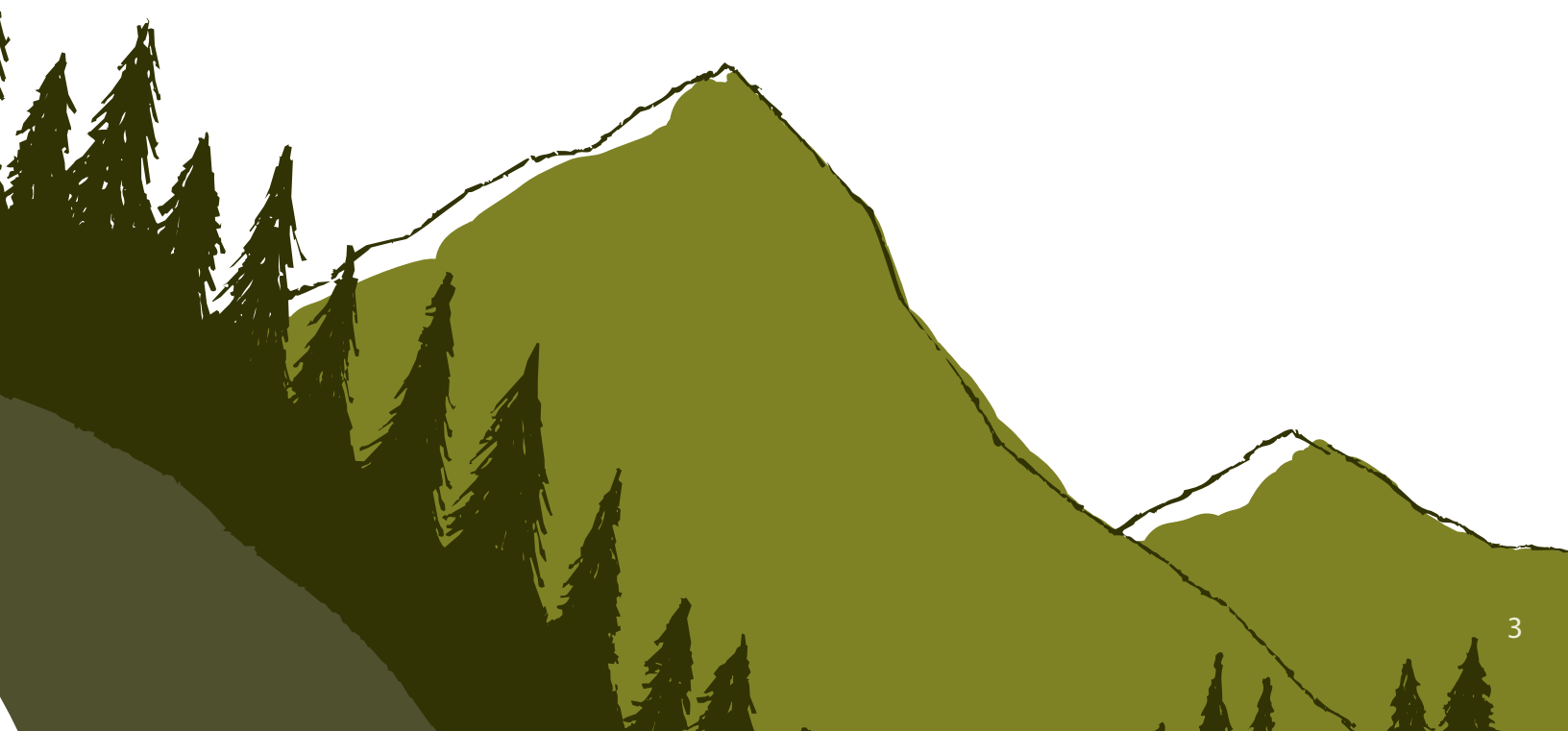
Create an account on scouts.trails-end.com

- Send emails with your own Scout image
- Reach faraway friends and family
- Track your online sales
- Earn cool prizes



Learn about bonus giveaways at
facebook.com/trailsendpopcorn

Trail's End
Over 70% goes to local Scouting



2012 PRODUCT LINE



Over **70%**
goes to local
SCOUTING

**Better flavor.
Better for you.**

- Made with Canola Oil*
- 0g trans fat
- Resealable packages**



BOY SCOUTS
OF AMERICA
GREATER ALABAMA COUNCIL

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

Double Caramel Crunch™ with a hint of cheese 22oz.

- 0g trans fat†
- Made with real cheese

\$30

Over **\$21.00**
to local Scouting

NEW!



White Chocolatey Pretzels 20oz.

- 0g trans fat†
- No hydrogenated oils

\$25

Over **\$17.50**
to local Scouting



Chocolatey Triple Delight™ 20oz.

- No hydrogenated oils
- Low sodium

\$20

Over **\$14.00**
to local Scouting



Caramel Corn with Almonds & Pecans 24oz.

- 0g trans fat†
- 100% whole grain

\$20

Over **\$14.00**
to local Scouting



Butter Toffee Caramel Corn 20oz.

- 0g trans fat†
- 100% whole grain

\$20

Over **\$14.00**
to local Scouting



Cheddar Cheese Corn 7oz.

- 0g trans fat†
- Made with real cheese

\$15

Over **\$10.50**
to local Scouting



Caramel Corn 11oz.

- 0g trans fat†
- 100% whole grain

\$10

Over **\$7.00**
to local Scouting



Kettle Corn 18-Pack

Made with Canola Oil

PER BAG POPPED

- 0g trans fat
- 3g saturated fat
- 290 calories

\$25

Over **\$17.50** to local Scouting



Unbelievable Butter™ 18-Pack

Made with Canola Oil

PER BAG POPPED

- 0g trans fat
- 3.5g saturated fat
- 320 calories

\$20

Over **\$14.00** to local Scouting



Butter Light 18-Pack

Made with Canola Oil

PER BAG POPPED

- 0g trans fat
- 1g saturated fat
- 230 calories

\$20

Over **\$14.00** to local Scouting



Diets rich in whole grain foods and other plant foods, and low in saturated fat and cholesterol, may help reduce the risk of heart disease.

Support your favorite Scout online at trails-end.com

2012 PRODUCT LINE



Premium Chocolate Lover's Collection

- White Chocolatey Pretzels 17oz.
- Milk Chocolatey Pretzels 17oz.
- White Chocolatey Caramel Crunch™ 14oz.
- Chocolatey Caramel Crunch™ 14oz.
- Chocolatey Peanut Clusters 11oz.

No hydrogenated oils
Comes in a gift box

\$75 Over **\$45.75** to local Scouting



NEW!

Chocolate Lover's Collection

- White Chocolatey Pretzels 17oz.
- Milk Chocolatey Pretzels 17oz.
- White Chocolatey Caramel Crunch™ 14oz.
- Chocolatey Caramel Crunch™ 14oz.

No hydrogenated oils
Comes in a gift box

\$55 Over **\$33.55** to local Scouting



NEW!

Sweet & Savory Collection

- Butter Toffee Caramel Corn 20oz.
- Milk Chocolatey Pretzels (**NEW**) 17oz.
- Sour Cream & Cheese Corn (**NEW**) 7oz.

New and improved flavor
Comes in a gift box

\$40 Over **\$28.00** to local Scouting



Cheese Lover's Collection

- Cheddar Cheese Corn 7oz.
- Sour Cream & Cheese Corn (**NEW**) 7oz.
- White Cheddar Cheese Corn 7oz.

Made with Canola Oil
Made with real cheese
Comes in a gift box

\$30 Over **\$21.00** to local Scouting

It's fun and easy!

* Trail's End Microwave Popcorn and Cheese Corn
** All products come in resealable packages except for Caramel Corn, Premium Chocolate Lover's Collection, and Chocolate Lover's Collection.
† per serving

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, and milk. All products are **100%**.