Scouting America

South Texas Council

2025 Popcorn Guide

Your Playbook for a Successful Popcorn Season

40% Commission!

35% Base Commission
2% Attend May Kickoff & Sign-up
2% Attend Kick-Off Pep Rally
1% Increase Sale Over Last Year.

Getting Started: Choose A Kernel

Kernels Organize and Mange the Unit's Popcorn Sales and Goals.

A Kernel's Success Guide

1. Have a unit popcorn planning meeting.
2. Come to the May 10th Kickoff.
3. Create your unit's ideal year of scouting and how much it's going to cost. Pick a sales goal and divide into a "per scout" goal.
4. Scan the QR codes in the 'Getting Started' section to register your unit with the Council and through Trail's End.
5. Bring your Unit to the August 9th POPCORN PEP RALLY
6. Use the Show & Sell Suggested Order Calculator and place your unit order by August 17.
7. Create a unit Popcorn Committee to help you create an awesome selling strategy.
8. Develop a reward plan for your Scouts.
9. Host an awesome unit kickoff.
10. Pick-up your unit's Show and Sell and Take Order popcorn on your assigned date (with the right size vehicle). Don't forget to verify popcorn count and sign the Unit Packing Slip when you take your order.

We're Here To Help

First Line of Support
Your Popcorn Team

Council Popcorn Champions
George Baucom - 361-944-7939
Diego Villarreal - 361-461-6393

Staff Advisor
Chelise Hyatt - 361-500-3646

Getting Started

1. Sign-up as a unit Kernel by scanning the QR code
2. & filling out the Unit Commitment Form: →
3. Email the form to chelise.hyatt@scouting.org.
4. Register your unit with the Trails End Unit Commitment Tracker by Scanning this QR Code: →
5. Make sure each scout is signed-up for their own sales account and that you sign-up as a leader so you can link all your unit's accounts.
6. Download the app to track sales.
7. Meet with your Unit's Committee to keep track of everything.
8. If you need help, connect with your local popcorn advisor.

Commission Structure

Base Amount	Unit
35%	ALL UNITS

Bonus Commission Levels

Bonus Level	Requirements
2%	Attend the May 10th Popcorn Kickoff
2%	Attend the August 7th Popcorn PEPRALLY
1%	Sell more Popcorn than you did last year

Popcorn Sales Options

Whether Scouts want to sell outside of their favorite stores or from the flexibility of their home, you have the freedom to choose which type of sales works best for you.

Council Prizes

All Scouts that sell $2,000 or more get access to the high sellers club which includes an exclusive party & patch!

Popcorn Sold The Way You Want

Show and Sell

Scouts work as a team at approved locations like storefronts or businesses to show and sell products immediately. Units can reserve storefront slots using the Trails End App.

- Advantage: Access new customers and make extra sales! Great for building confidence in interacting with customers.

Wagon Sales

Scouts go door-to-door with a parent or buddy and use their show-and-sell stock to deliver products immediately and collect payment.

- Advantage: Instant delivery and payment! Limited product selection.

Online Sales

Scouts can sell online to family and friends. Each Scout and unit can have their own online account. Online sales count towards Scout Rewards and scholarship credit. Units earn a 30% commission, credited quarterly. For setup info, visit Trail's End.

- Advantage: Start selling now! Customers can pay via credit cards, and there is no need for delivery or collection! Online sales count towards Council rewards during the annual fall popcorn sales.

Note!

BIG BOX STOREFRONTS WILL BE PROCURED AND RESERVED THROUGH THE TRAIL'S END PORTAL, INSURING PRIME LOCATION ACCESS FOR ALL UNITS. THE AMOUNT OF TIME SLOTS AVAILABLE WILL BE AUTOMATICALLY HANDLED BY TRAIL'S END AND IS BASED ON THE UNIT'S SALES GOALS. (UNITS WITH A GOAL TO SELL $40K WILL HAVE MORE SLOTS AVAILABLE TO THEM THAN AN UNIT WHOSE GOAL IS $5K.)

IF A UNIT SELLS AT A STORE WITHOUT SECURING THE SPOT THROUGH THE TRAIL'S END PORTAL, THEY WILL BE ASKED TO YIELD THE LOCATION TO THE UNIT THAT HAD RESERVED IT.

Popcorn Key Dates

MAY 10	Popcorn Kickoff
AUG 1	Take Order/Online Sale Begins
AUG 6	Popcorn Orientation/Information ZOOM Meeting
AUG 7	Popcorn Orientation/Informaion ZOOM Meeting
AUG 9	POPCON PEP RALLY!
AUG 17	Show & Sell Orders Due Online by 5PM
AUG 28	Show & Sell Orders Delivered to Units
OCT 6	Payment 1 Popcorn Money Due Online by Midnight
OCT 24	Popcorn Restock Orders Due Online by Midnight
NOV 6	Popcorn Restock Orders Delivered to Units
NOV 21	Final Popcorn Payment Due to Council Office by 5PM
DEC 31	Last Day to Claim Prizes Due Online

Don't Forget

Bring a vehicle big enough to carry all of your popcorn!

Popcorn	Vehicle
20 cases	mid-size car
40 cases	mid-size SUV
60 cases	mini van
70 cases	large SUV

Simple Steps to Make the Most of Your Sales

Popcorn Inventory

- All popcorn ordered from Trail's End is non-returnable and becomes the property of the South Texas Council.
- Order based on last year's sales, unit membership changes, and the Show & Sell Suggested Order Calculator.
- Extra popcorn will be available for check-out during the sale.

Sales Planning

- Compare this year's sales sites to last year's.
- Set sales goals for each family but only give them 70% of the needed popcorn initially.
- Schedule a pickup/return and money turn-in day to monitor sales and redistribute popcorn.

Order Fulfillment

- Ask families to fill their orders at the end of the sale to prioritize storefront and neighborhood sales.
- Use returned popcorn or take orders to fulfill family orders.

Return and Payment Policy

- No returns accepted.
- Contact Chelise Hyatt for possible transfers.
- Full payment, minus the unit's commission, is due online by midnight on October 6th for original Show and Sale orders and by 5PM on November 21st for any restock Show and Sell orders.
- Submit one check payable to the South Texas Council for any balance.

Country Meats

Compliment your Popcorn Sales with Savory Meat Sticks!

Three great tasting flavors:

Original Smoked Hickory - Hot Cajun - Sweet BBQ

- Ordered at the case-level – each case consists of 40 sets of 5-stick multipacks
- Purchase a case for $240 with a retail value of $400. Units make $160 per case.
- Each 5-stick Multi Pack sells for $10, providing Units with a commission of $4.00 (40%) for each Multi Pack sold.

Online Orders Begin August 1st

Scan the QR Code to Order:

2025 Product Line

70% Stays Local!

New Pricing and Imaging!

To streamline and simplify Popcorn sales, Trail's End has updated their pricing to be a static $20 per bag. (Microwave popcorn is still available at $25.)

Each bag will also proudly display the Scouting America Logo and a link to Beascout.org!

NEW FIVE $20 PRODUCTS*

DESIGNED TO INCREASE CONSUMER PURCHASES!

SIMPLIFIES SALE FOR SCOUTS, LEADERS, AND CONSUMERS!

$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

POPPING CORN

Increased from $17 to $20

- All natural, popping kernels
- 28oz

$20

BUTTER POPCORN

New

- Delicious and made with real butter
- 18 cups | 6oz

$20

WHITE CHEDDAR POPCORN

#1 Seller Stays at $20

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

$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

Scouting America logo

Highlighting future leaders

Over 70% stays local!

Scouts in action

Weaver Statement

QR Code to purchase additional online products

Nationally Licensed & highlighting BeAScout.org