

Raspberry Rally™ Cookie FAQ

What is the new Raspberry Rally™ cookie?

Raspberry Rally™ are a thin, crispy cookies with raspberry flavor, dipped in chocolaty coating. It is very similar to Thin Mints, but the inside is pink and tastes like raspberry instead of mint. For more information, visit [Cookie Lineup page](#) page on our website.

Is Raspberry Rally™ vegan?

The Raspberry Rally™ cookie is made with vegan ingredients. You can find additional information on our [Cookie Lineup page](#).

Is the new Raspberry Rally™ cookie gluten free?

The new Raspberry Rally™ cookie is not gluten free. We do offer a gluten free option, our Caramel Chocolate Chip cookie.

Does Raspberry Rally™ use palm oil?

Palm oil is an ingredient found in most baked snacks sold in the United States and is the most widely used vegetable oil in the world. 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.

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.

Where can I find the recipe?

All our Girl Scout Cookie recipes are top secret. But you can find the ingredients and nutrition information on our [Cookie Lineup page](#). Check it out!

Where can my customers purchase the new Raspberry Rally™ cookie?

Raspberry Rally™ cookies will be sold exclusively on approved digital platforms including Digital Cookie® and ABC Smart Cookie1v1 with direct shipping to the customer's door. They are not available at booths and cannot be delivered by Girl Scouts.



Where does the Raspberry Rally™ cookie ship?

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

Why is Raspberry Rally™ only available online?

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

Will the Raspberry Rally™ cookies be available for cookie booths?

The Raspberry Rally™ cookie is exclusively sold on our digital platform, 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.

Can I purchase the Raspberry Rally™ online 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.

What about customers who ask about the Raspberry Rally™ at my booth?

Raspberry Rally™ can be ordered and shipped directly to the customer by using a girl's or troop's 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.

Who picked the new cookie?

The GSUSA cookie team worked with both bakers to develop a cookie that is both delicious and exciting!



Is the Raspberry Rally™ cookie going to return next year?

The Raspberry Rally™ cookie will be available while supplies last this year. We are constantly evaluating our cookie portfolio for future years based on our customers' and girls' feedback. You can contact your local council for the availability in your area.

Where will the proceeds be allocated?

Just like all of our other delicious flavors, when a customer buys a box of Girl Scout Cookies they are helping power new, unique, and amazing experiences for Girl Scouts. These opportunities broaden their worlds, teach them essential life skills, and prepare them for a lifetime of leadership.

The net proceeds from Girl Scout Cookie sales stay local with the originating council and troop to fund activities for Girl Scouts year-round, as well as impactful girl-led community projects. Each council determines its own revenue structure depending on how much it costs the council to buy cookies, the local retail price to sell cookies, and the amount of revenue shared with participating troops.

Cookie program revenue is a critical source of funding for Girl Scout councils to deliver essential programming to troops and is often what makes it possible to reach girls in underserved areas and maintain camps and properties.

Girl Scouts pool their money as a troop and use it to fuel their Girl Scout adventures throughout the year. Some examples include learning about STEM, outdoor experiences, travel, and community projects. Girl Scouts may not earn proceeds as individuals. However, Girl Scout councils offer a wide variety of recognition items, program and store-related credits, and travel experiences that girls are eligible to earn individually based on their sales. All troop proceeds and group rewards earned through participation in the Girl Scout Cookie Program must be used to enhance the entire troop's Girl Scout experience.

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 overwrap 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! Raspberry Rally™ has been added in addition to our other favorite flavors making it even more fun to offer this online-only option!