

2027 COOKIE PROGRAM



HIGHLIGHTS

- **NEW:** The Cookie Program theme is “Ready to Explore”, featuring the Long-eared Rabbit as the mascot.
- **NEW:** There are two new online exclusives available only through Digital Cookie: Girl Scout **Sparkables™**, a new allergy-friendly Girl Scout cookie developed with Partake Foods—and **Patch Pals™**, the first-ever Girl Scout dog cookie developed with Bark.
- **NEW:** Join us on **October 6** for a casual virtual chat designed for new Troops curious about Cookies. We'll talk about what skills Girl Scouts gain, troop benefits, what the Troop Cookie Coordinator role involves, and what you really need to know to get started.
- **NEW:** GSUSA has significantly updated it's Digital Cookie website to provide an improved experience for Girl Scout Families, Troop Leaders and customers.
- **NEW:** Catch up on weekly Cookie News at GSCookiesetc.org. Just visit the Product Program site and click Updates for the latest Cookie Program news every Wednesday throughout the season.

BACK BY POPULAR DEMAND

- In person Service Unit Trainings return for hands-on Council support.
- Cookie Chats are here to stay! These live virtual sessions help volunteers navigate the Cookie Program with tips, reminders and Q&A.
 - Join us **December 8** for a virtual Cookie Chat catered to all things Initial Order before it's due on **December 9 at 11:59 pm PST**.



KEY DATES

OCT 14	Troop Gluten Free Cookie Order Due
OCT 20	Service Unit Cookie Manager in-person training
NOV 09	Troop Cookie Coordinator Online Training begins
NOV 13	Troop Cookie Coordinator virtual training
DEC 1, 5	Troop Cookie Coordinator virtual training
NOV 30	Cookie Chat: Smart Cookies Overview
DEC 09	Troop Initial Orders due
DEC 13	Service Unit Initial Orders due
JAN 12	Cookie pre-sales begin
JAN 10	GSOC Cookie Kickoff event
JAN 23	GSOC Mega Delivery - Location TBD
JAN 24	The Cookie Program begins! In-hand and girl-delivery orders begin!
FEB 05	Cookie Booth Sales Begin
MAR 14	The Cookie Program Ends!

For all things Cookie Program, like resources, guides, tip sheets, girl resources, updates and more visit: www.GSCookiesEtc.org/Cookies.