



**Black Swamp Area Council
Popcorn Meeting**

Trail's End[®]

Founded in 1928

- Ira E. Weaver
 - *“No sale is complete if the customer isn’t satisfied”*

World's Largest Popcorn Company

Produces over 30% of World’s Popcorn

- Frito Lay (30% US Ready to Eat (RTE) Market)
- Hershey/Skinny Pop (25% US RTE Market)
- Largest producer of Microwave over 2B pouches (50% of US Market)

Founded in 1980

- Weaver Fundraising

Largest Scouting Fundraiser

- 75% of Councils partner with Weaver
- Over \$4B raised for Scouting
 - \$80M each year by 10,000 Units and 100,000 Scouts

Volunteer Driven

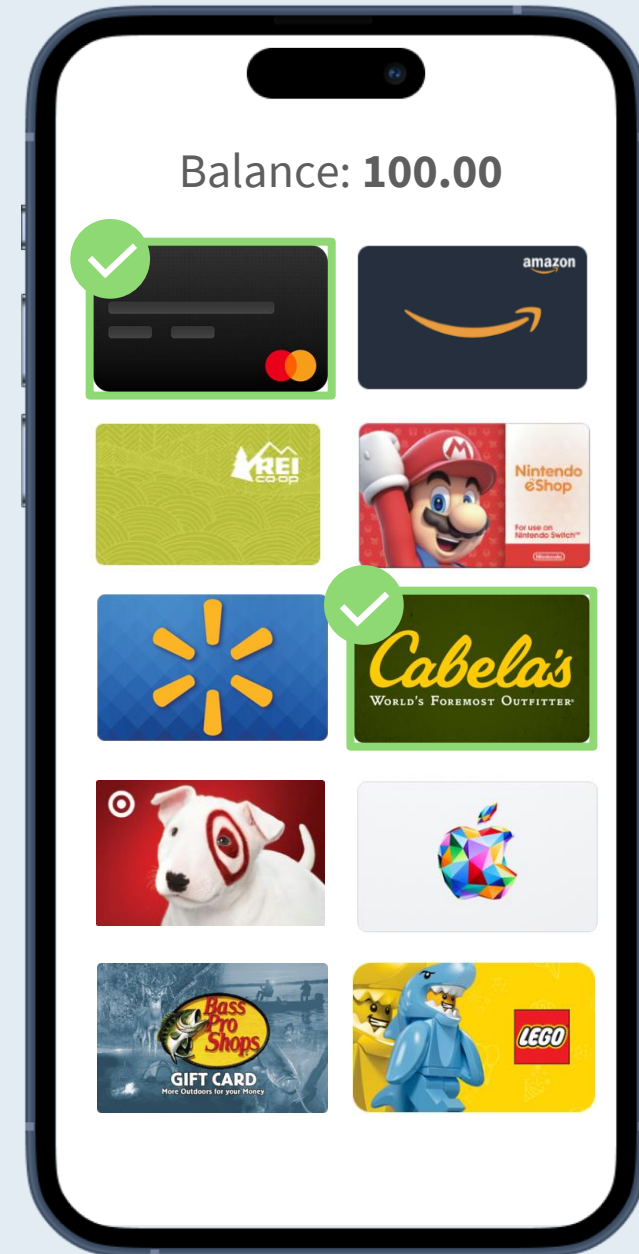
- We Listen
 - Scout App
 - Unit Leader Portal
 - Storefront Reservations
 - Free credit card processing (80% of sales) all paid by TE
 - Scout Rewards
 - Scout Training



TRAIL'S END APP

SCOUT REWARDS

- ✓ Scouts claim their rewards from the app
- ✓ 15 gift card options
- ✓ Scouts can split their rewards across multiple gift cards
- ✓ No approving, receiving, distributing, or replacing prizes.
- ✓ Uncapped levels to incentivize top sellers.



Storefronts

Saving Leaders Time & Increasing Sales

- 15% of sales are \$300/hr+ and growing...
- TE to book est 2,500 prime hours at prime locations
 - \$300/hr potential with foot traffic and Scout training
- Leaders reserve from TE in Portal
- Scouts sign up for shifts in App
- In app support from TE team
- Storefront VIP Program for Top 12 Units (\$5k+; 88% \$)



Concierge Program

- VIP treatment for BSAC's Top 12 Units (\$5k+; 88%)
 - Unit goals and desired selling locations & times
 - Determine # of hours needed
 - Research area around each Unit using foot traffic data
- Book the requested hours to exceed goal
- Assign to the Units
- Provide storefront training and ongoing support

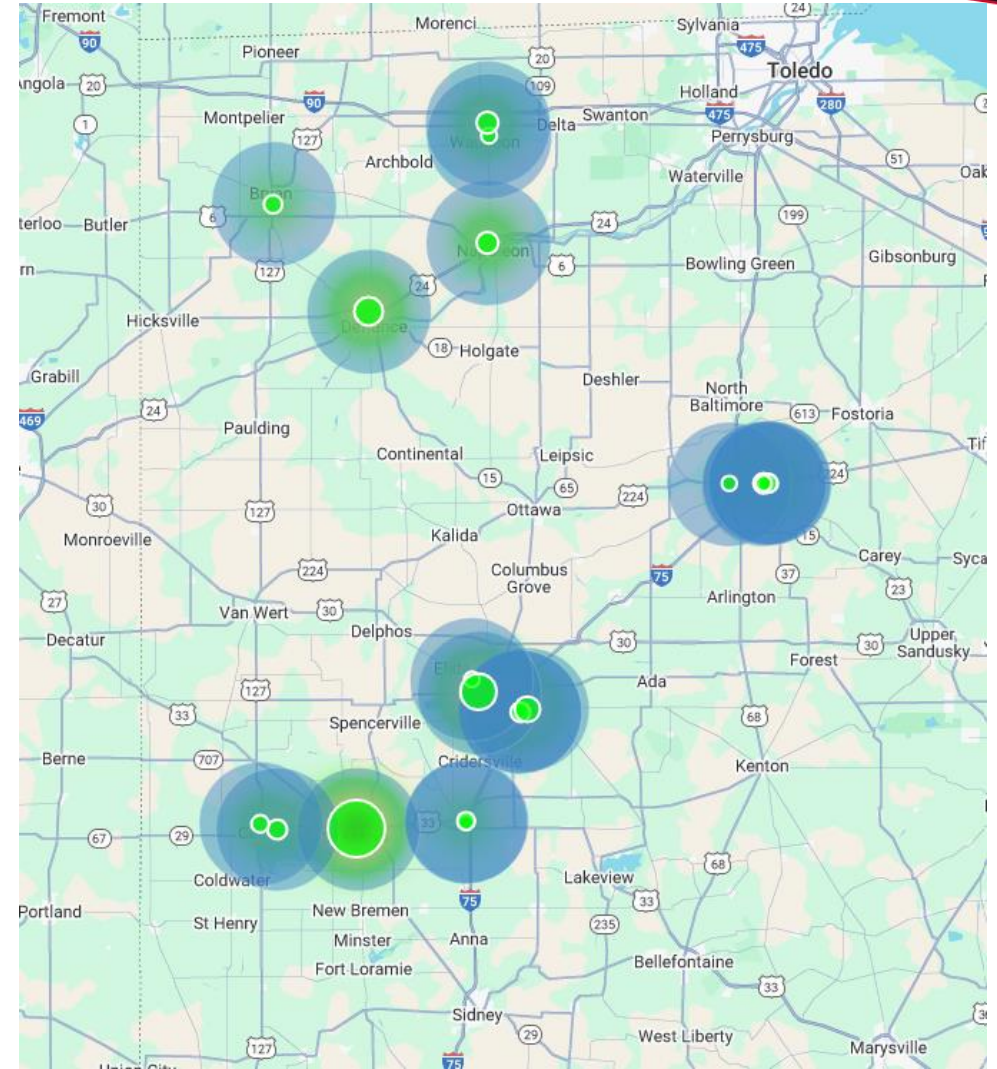


Storefront Bookings

Store Targets

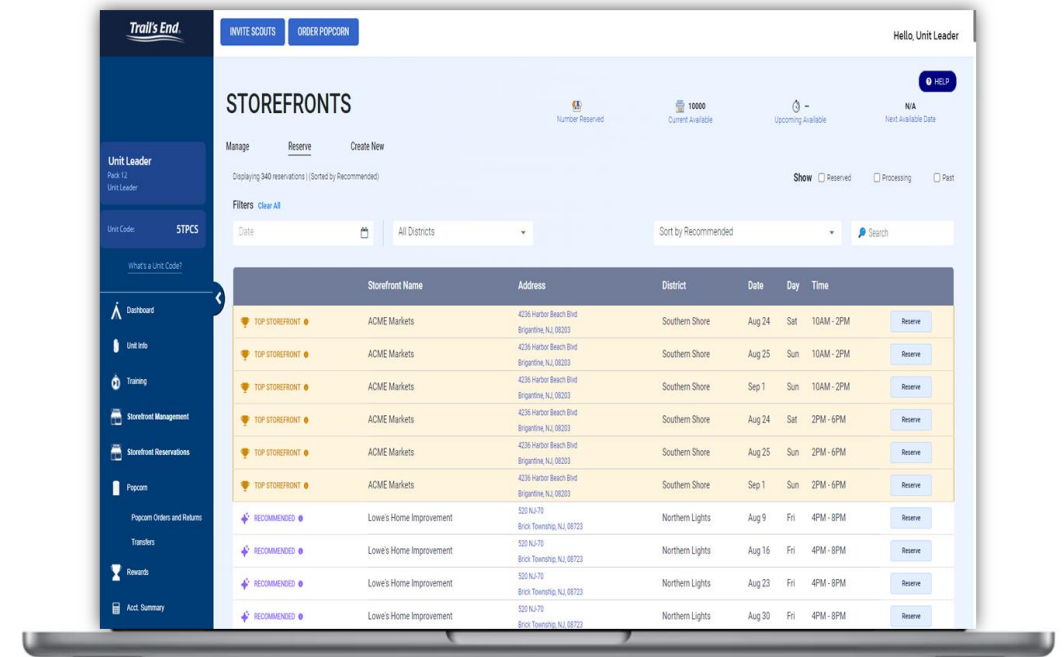
2025 Storefront Portfolio

Name	2025 Potential Stores ↓	2025 Potential Store Portfolio % ↓
Walmart	10	50.00%
Lowe's	3	15.00%
Kroger	2	10.00%
Sam's Club	1	5.00%
Texas Roadhouse	1	5.00%
Kohl's	1	5.00%
Chief Supermarket	1	5.00%
Chief Markets	1	5.00%
GRAND TOTAL	20	100.00%



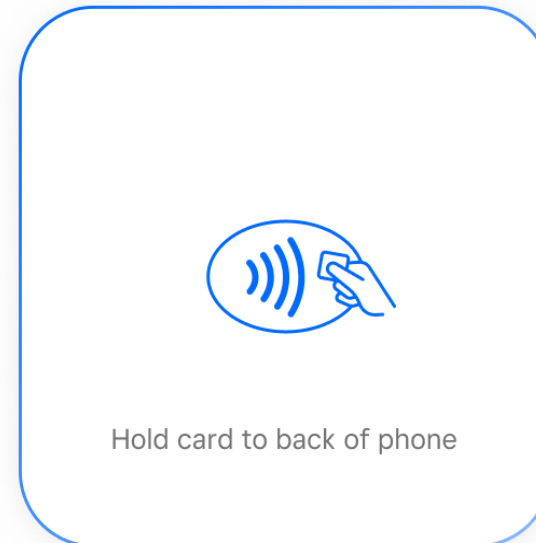
- Leaders manage entire sale in one place
- Invite Scouts to register and manage Scout roster
- Set Unit and Scout goals
- Order popcorn
- Real time reporting of sales and inventory
- Unit to unit transfers; no Council assistance needed
- Schedule and manage storefront sites and shifts

mobile friendly



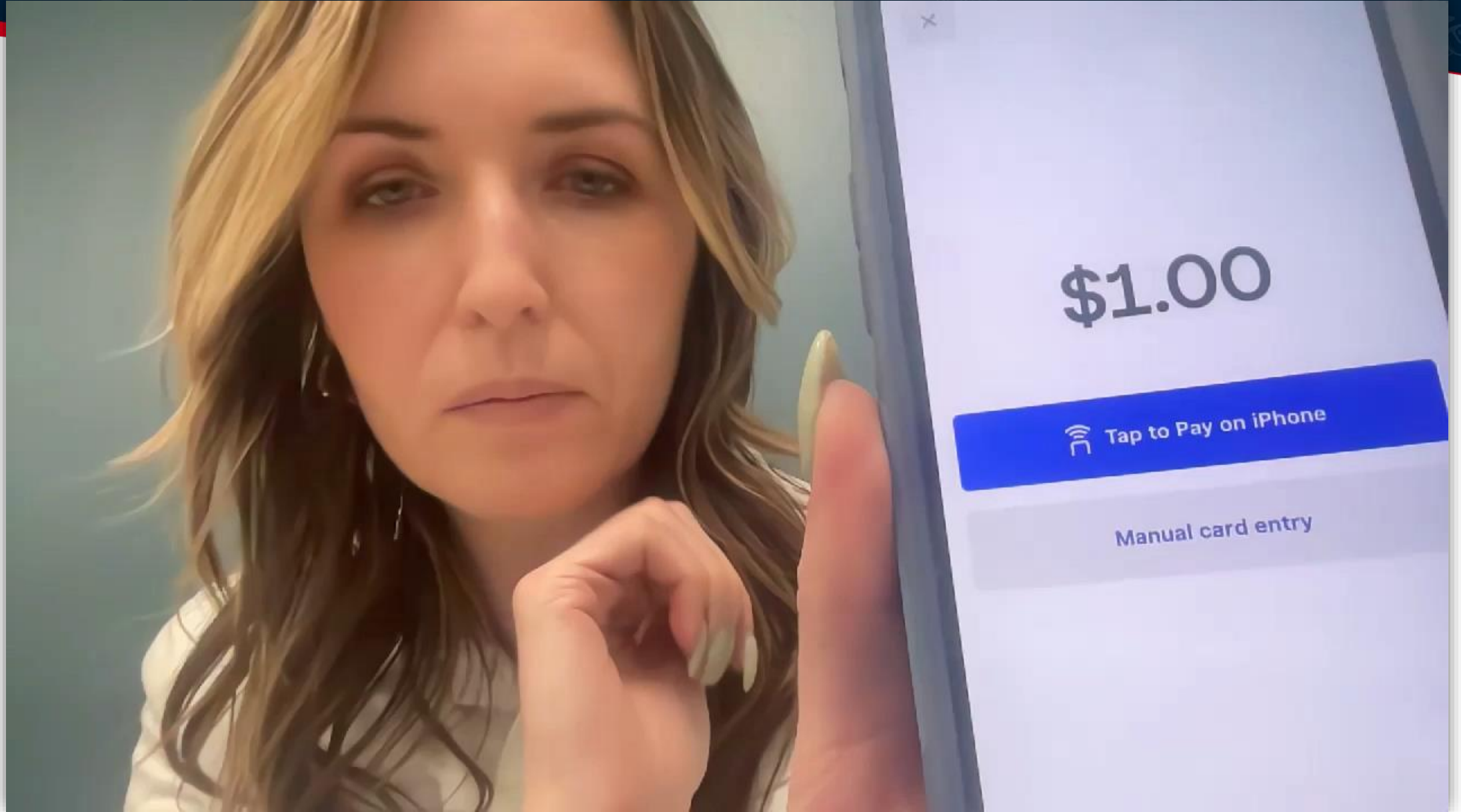
Scout App

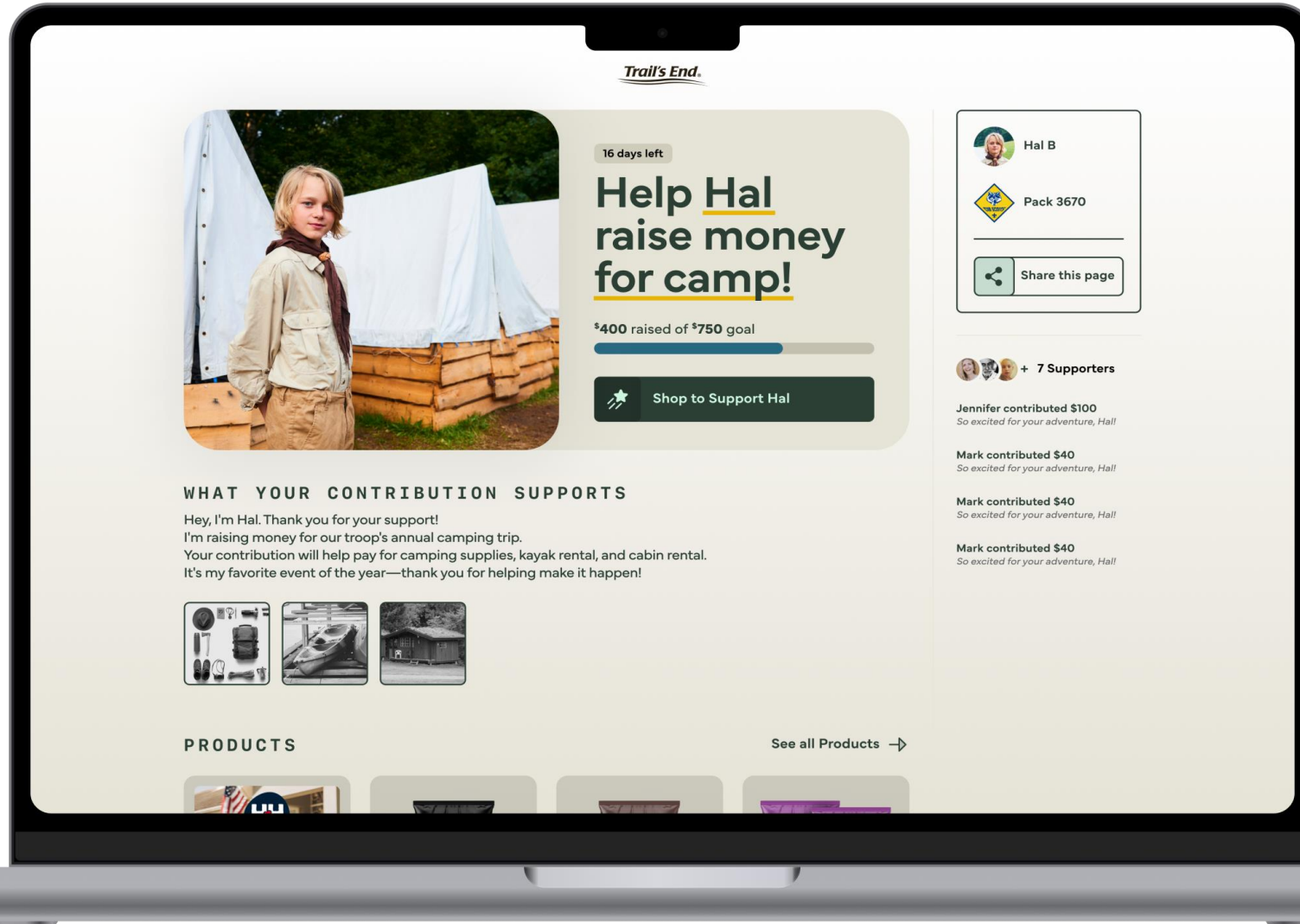
- Saves time and easy to use
- Google Play & Apple App Store
- Tracks real-time Scout sales/inventory
- Manages storefront shifts
- Accepts credit cards (85%+) and cash
 - **All CC Fees paid by TE**
 - **Tap to pay**



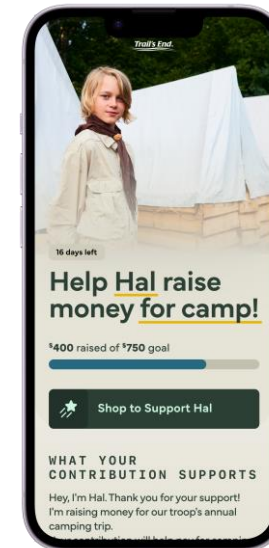
Tap to Pay







Better message, better story telling, better fundraising



We sell products consumers buy and eat ALL YEAR LONG:

	TE Sales	US Retail Mkt
White Cheddar	\$30M	\$500M
Kettle Corn	\$15M	\$150M
Salted Carmel	\$15M	\$150M
Butter Microwave	\$20M	\$900M
Sea Salt		\$450M
Chocolate Pretzels	\$10M	\$400M (chocolate salty snacks)

6 products that SELL to keep your sale simple.

If you want higher sales in less time with less effort, we are your partner.

Products

Trail's End®

SELL MORE WITH PRODUCTS CONSUMERS WANT TO BUY!



\$30



\$20



\$25



\$20



\$20



\$20



\$20

*Additional products offered Online, including nuts, beef jerky, and Holiday exclusives

TRAIL'S END 2025

Online Only Products

Beef Jerky



Honey Roasted Peanuts



Campfire Blend Coffee K-Cups



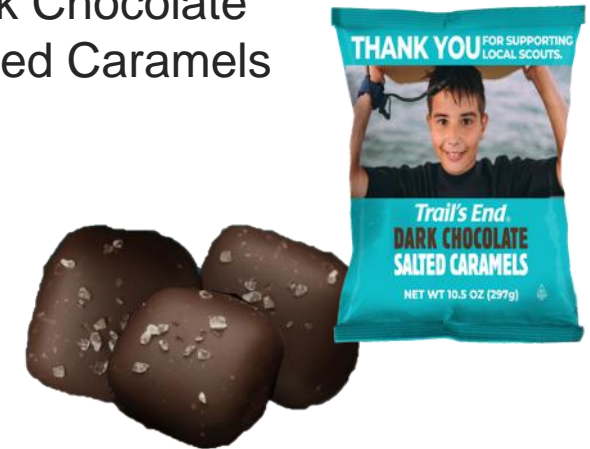
Frosted Snowflake Pretzels



Peppermint Bark



Dark Chocolate Salted Caramels



*Products subject to change

TE and BSAC will partner to offer the following commission incentive for Units.

Sales Growth Commission YOY

- 33% Base 3% increase
- 10% Increase + 1%
- 20% Increase + 2%
- 30% Increase + 3%



SUPPORT MY SCOUTING ADVENTURES
OVER 70% STAYS LOCAL!

Preferred Payments
Credit Cards Tap to Pay Apple Pay Google Pay

Trail's End

FREE PRODUCT

for new Units!

✓ 2 free cases for each
new Unit

✓ Council pays **ZERO**

✓ \$480 retail

✓ 100% commission to
the Unit



**12
BAGS**



**12
BAGS**

The Right Partner for BSAC

- Commission
 - 3% base increase!
- Scout App
 - Free Credit Card Processing
 - Tap to Pay
- Unit Portal
- Storefronts
 - Walmart secured through TE only
 - Stores will not work directly with Units
- Scout Rewards
 - Increased options including:
 - MasterCard
 - Target
 - Walmart
 - Lego
 - And More!!!

The background is a dark blue color with faint, light blue line-art illustrations of outdoor gear and nature. These include several tents, evergreen trees, a canoe on a river, a backpack, a compass, and a wooden signpost. A prominent red dashed line winds across the page, resembling a trail. Along this line are several yellow, four-petaled flowers. The text "Trail's End" is written in a white, bold, italicized serif font, with a registered trademark symbol (®) to its right. A thick red swoosh underline is positioned below the text.

Trail's End®

THANK YOU