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girl scouts of wisconsin southeast



Cookie Connection

The Countdown to Cookie Season Begins!

The 2027 Girl Scout Cookie Program begins in two months on January 12. Take a few minutes now to prepare for cookie selling success.

Troop Cookie To-Do List

1. Recruit and register a cookie captain to manage your troop's sale: **Cookie Captain Agreement Form**
2. **Open a troop bank account** if you don't already have one.
3. Schedule a troop cookie meeting with families January 4-11, 2027.
4. Sign up to **pick up cookie selling materials and attend cookie training**!

A First Look at the 2027 Cookie Season

1. We are excited to be partnering with Little Brownie Bakers (a division of Ferrero USA, Inc.) in 2027, which means new cookie flavors and more support to help you reach your goals.
2. Celebrate the new bakery with cookie samples for your troop! Each troop will each one package of the top four sellers and an opportunity to purchase the other five.
3. **Online-exclusive products** give Girl Scouts a new way to expand their cookie selling business and gives customers two new products to choose from! **Patch Pals** are the first ever Girl Scout cookie made for dogs, and **Sparkables** are an allergy-friendly, gluten-free cookie.
4. A wider variety of selling rewards! More reward choices including more experiences like My American Girl Camp Experience and Disney World.
5. More options for high school Girl Scout engagement like the **Youth Cookie Council** and the Corporate Cookie Impact Program, which helps older Girl Scouts bring their leadership and entrepreneurial skills to local organizations and businesses. More to come!
6. Kick off the cookie season in style with a new cookie lanyard. Each registered Girl Scout and two adults per troop will receive a lanyard to show off your Girl Scout spirit.

Don't Crumble! Contact Us.

To assist the council Customer Experience team in providing the best customer service possible, please include as much information as you can when you contact customercare@gswise.org or call 800-565-4475. Information such as your Girl Scout's/volunteers name, troop number, and/or order number will help us more quickly access records to provide support.