

FAQ about Raspberry Rally- 2023

What is the new Raspberry Rally Cookie?

The Raspberry Rally Cookie is a "sister" cookie to the beloved Thin Mint. This thin, crispy cookie is infused with raspberry flavor instead of mint and dipped in the same delicious chocolaty coating. For more information, visit the [Meet the Cookies](#) page on the GSUSA website. ABC Bakers (Girl Scouts of Southwest Indiana's baker) and Little Brownie Bakers will produce this cookie, which means it will be available from all Girl Scout councils. This cookie will only be available for purchase online through a Girl Scout's online link for direct ship.

How and when will Raspberry Rally Cookie be available?

The Raspberry Rally Cookie will be sold exclusively on digital platforms that the girls utilize during the Cookie Program. (GSSI uses ABC Smart Cookies®.) It will be available when the GSSI cookie program begins on December 5, 2022. Online cookie orders ship directly from the baker to the customer. Raspberry Rallies are unavailable from the troop or the cookie cupboards and will not be on the girls' order forms. (This also applies to Caramel Chocolate Chip, which will only be available online.)

Why is Raspberry Rally only available online?

The Girl Scout Cookie Program is all about teaching entrepreneurship. When searching for new opportunities for girls, we considered simplicity, new skills, and building overall excitement for everyone.

Expanding the Girl Scout Cookie lineup through an online exclusive allows us to enhance the program. This expansion provides girls additional opportunities to grow their digital sales and rapidly respond to e-commerce trends and consumer desires for innovative Girl Scout cookie options. As e-commerce grows and expands, online-only exclusives are a common consumer experience. During the pandemic, Girl Scouts successfully pivoted to tapping into their creative and entrepreneurial skills online to meet their cookie goals. The online-only cookies do not detract from any of our traditional experiences or eliminate any of our core eight cookies. It opens new growth and allows us to meet customers in person or online.

Will any of the old cookies be going away?

No! The Raspberry Rally has been added to our other favorite flavors this year.

Concern about shipping and handling costs

Shipping costs are affected by many factors, including shipping demand, transportation costs, and fuel prices and are driven by the vendors, not Girl Scouts of the USA. GSSI will pay up to 50% of the shipping cost for direct ship customer orders beginning at 9+ packages. Since orders are shipped directly from the baker at the time of purchase, customers have the perk of receiving their cookies sooner than the February arrival of girl-delivered cookies.

Can I purchase a large quantity and distribute them to sell at booths?

Troops may not sell Raspberry Rally or Caramel Chocolate Chip cookies at their cookie booth. Economically, purchasing cookies at retail value and paying shipping fees isn't a sound business decision. Offering the online exclusive cookies at a booth will also create market confusion for customers who expect this cookie to be online. You will also be unable to track in-person sales of Raspberry Rally in Smart Cookies.

What about customers who ask at my booth?

Raspberry Rally is only available for purchase through a girl's online link for direct ship. Remind customers that the online-only option applies to Raspberry Rally and Caramel Chocolate Chip Gluten Free cookies. The Girl Scout cookie varieties available at the cookie booth are: Thin Mint, Caramel deLites, Peanut Butter Patty, Lemonades, Trefoils, Peanut Butter Sandwich, Toast-Yay, and the new cookie that debuted last year, Adventurefuls. *Can we mention that girls can take the online orders on the spot or over the phone?

How can my girls of different ages participate in online sales?

For customers to order the Raspberry Rally or Caramel Chocolate Chip cookie, a girl must have an online account through Smart Cookies. Depending on her age, a girl has multiple ways to utilize the digital platform. Girls can get creative with marketing to showcase their products to their customers through individual or troop videos. Girls can create goals they can share with online followers promoting excitement each time a new goal is reached. Girls can encourage their Girl Scout sisters by sending them a cheer message through the Smart Cookies platform. A guardian's social media or email can be used for girls who do not have their own. The online platform also has benefits for in-person customers. Smart Cookies allows girls to take credit cards for girl delivery customers.

Some members don't have access to the internet/or have very spotty service. How is that inclusive?

Girl Scouts with limited/no online access can still participate in cookie season by selling the eight primary varieties in person or at cookie booths.

Who picked the new cookie?

The GSUSA Cookie team worked with both bakers as well as members of the PSAT and Cookie Steering Co. to develop a cookie that is both delicious and exciting.

How long will Raspberry Rally be available for purchase?

Raspberry Rallies will be available online from GSSI Girl Scouts from December 5, 2022-March 6, 2023.

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.

Is Raspberry Rally Vegan?

The ABC Raspberry Rally cookie is made with vegan ingredients. You can find additional information on our [Meet the Cookies page](#).

Is the new Raspberry Rally cookie gluten free?

The new ABC Raspberry Rally Cookie is not gluten free. We do offer a gluten free cookie, Caramel Chocolate Chip. This cookie is also an online exclusive and is only available through a girl's online link for direct ship.

Does Raspberry Rally Use Red 40?

ABC Raspberry Rally Cookies do not contain any Red 40; however, they do contain a red color derived naturally from beet juice.

Does Raspberry Rally Use Palm Oil?

Like most baked snacks sold in the United States, palm oil is the most widely used vegetable oil in the world and is an ingredient in Raspberry Rally. 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 than 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. For more information, refer to GSUSA's [2022 Palm Oil Toolkit](#), which contains additional messaging and FAQs.

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 tray material and cardboard packaging are 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.

If I have additional questions, who can I contact?

For additional questions, contact cookies@girlscouts-gssi.org or call the council office at 812-421-4970.