

Dear Members,

We hope you are enjoying the holiday season! We wanted to take a moment to reach out and share an important update with you regarding the upcoming 2023 Cookie Season. We will address these updates at the All-Staff meeting this Monday as well.

As we look ahead to the 2023 season, we are once again presented with a challenge and opportunity. Our cookie provider, Little Brownie Baker, is experiencing production issues, much like many other businesses across the country right now.

We were recently made aware of some production shortfalls within our bakery, Little Brownie, that will have an impact on our upcoming cookie season. Before you get too worried, we have solutions! Little Brownie made GSUSA aware of the issues well in advance so that councils could rally together and problem-solve, creating the least disruption to our movement.

Below is the information you need to know as we look to host another successful cookie program:

- Program launch will continue as scheduled on January 6th
- Our program dates, including rallies, booths, and deliveries will not be impacted.
- Online digital cookie sales for girl delivery and donations will go as planned.
- Digital cookie shipped sales will be available Feb. 27-March 19 and will include Raspberry Rally.

So what does this all mean? Ultimately, the answers vary slightly by each council. For GSOH and the majority of other councils, the ONLY impact is that Digital Cookie Shipped orders will open from Feb. 27- March 19. The rest of our program will open as planned on January 6th. We will also end on time, March 19th. Shipped orders make up a very small percentage of our overall sales, so we do not anticipate a significant change in what the girls are able to sell. The product program team is also working on some additional strategies to support our girls so that all girls are able to hit their goals.

At this time, Little Brownie does not anticipate any further shortfalls that would lead to widespread inventory challenges. However, between GSUSA and GSOH, we will be doing regular check-ins to ensure we stay on track. We plan on an otherwise normal cookie season with troops receiving their full orders, cupboards opening, and girls getting creative at booths.

Messaging via email is being sent to our volunteers and members to inform them of this change. Please read through the linked emails and FAQ (found below) thoroughly. The FAQ will be added to our website along with an alert/update. Since impacts vary

between councils, it is essential that you understand the GSOH impact so that our membership receives the right information. Please do not share information until that time.

Please continue to promote and host events as previously planned. We are grateful for your patience during this time as we work to host yet another successful cookie season!

We are READY for this cookie season to begin. We are READY for our girls to flex their muscles, to gain confidence, to get creative. Please join us in supporting and encouraging our girls this cookie season!

If you have any questions, please reach out to me or the rest of the product team!

Sincerely,
Melinda Prickett