



GOLDEN SPREAD

COUNCIL 2024

PRPOPCORN.COM

EDUCATION AT POPCORN UNIVERSITY

SCOUTS CAN LEARN...



Responsibility



Follow-Through



Customer Service



Goal Setting



Perseverance

POPCORN PAYS FOR...



Outdoor activities, camp maintenance & adventures



Yearly fees & renewals



Uniforms, patches & awards



Unit gear & supplies



High adventures



Celebrations, traditions & advancement

WHO WE ARE

Attention to detail is paramount. Since 1983, we have been creating high-quality popcorn. Over the last 41 years, we have partnered with different Boy Scout councils, tailoring each sale to maximize the unique strengths and resources of each council. This customization includes designing containers, offering exclusive products, and creating personalized promotions.

"Our goal at Pecatonica River has been and always will be to make the best Popcorn possible, consistently, efficiently and with high attention to detail. This goal is what keeps us in business year after year"

Nick Solomon,
~President

2024 PRODUCT MIX

YOUR FAVORITE POPCORN and MORE!



YELLOW POPPING CORN

America's healthiest snack food in a re-sealable Adventure tub! Pops up tender for that fresh popcorn taste you're craving.

Net Wt. 2 lbs. ▲ \$10 ☉



CLASSIC CARAMEL CORN

Glazed to perfection with real butter and brown sugar to create a flavor to remember, with a crunch you can't forget.

Net Wt. 8 oz. ▲ \$10 ☉



BUTTER MICROWAVE (15 PACK)

Take advantage of this convenient way to enjoy a freshly popped taste with a rich butter flavor. 0 grams of trans fats.

Net Wt. 37.5 oz. ☉ \$20 ☉ UD



KETTLE CORN MICROWAVE (15 PACK)

Experience the combination of the sweet, yet salty flavor of Kettle Corn anytime. 0 grams of trans fats.

Net Wt. 37.5 oz. ☉ \$20 ☉ UD



CHEDDAR CHEESE

Made with real cheddar cheese. Each freshly popped kernel is a savory blend of cheeses that will keep you coming back for more.

Net Wt. 7 oz. ● \$20 ☉



JALAPEÑO CHEESE

The unmistakable zip of jalapeño pepper gives this feisty popcorn flavor its heat. Perfect for those who like their snacks with a little kick.

Net Wt. 7 oz. ■ \$20 ☉



SOUTHWEST SNACK MIX

A snack mix with a kick! This spicy mix contains corn sticks, peanuts, sesame sticks, sesame seeds, and pretzels.

Net Wt. 14 oz. + \$20 UD



SEA SALT SPLASH

Caramel popcorn dunked in dark fudge and sprinkled with a splash of sea salt. If you have never tried this combination, you don't know what you're missing.

Net Wt. 15 oz. ♣ \$25 ☉



CARAMEL WITH SEA SALT

Caramel corn made with real butter, brown sugar, and the perfect amount of sea salt. The crunchy, sweet, and salty combination will leave you wanting more.

Net Wt. 15 oz. ◇ \$25 ☉



CLASSIC TRIO

Everyone's favorite blend of sweet and savory, a snack you won't be able to put down. Mix them together for a Chicago style treat, or enjoy them individually.

Caramel Corn, Cheddar Cheese, Natural

Net Wt. 19 oz. ☉ \$30 ☉



CHEESE LOVERS

Cheese, cheese, and more cheese! A combination that will satisfy any cheese lover's appetite.

Cheddar Cheese, Jalapeño Cheese, Buffalo Ranch, White Cheddar

Net Wt. 20 oz. ☉ \$40 ☉



CHOCOLATE LOVERS

Our Chocolate Lovers tin features 5 sweet treats that you can't resist!

Milk Chocolatey Pretzels, White Chocolatey Pretzels, White Ruby, Peanut Butter Cup, Sea Salt Splash

Net Wt. 55 oz. ☉ \$60



MILITARY DONATION

Send the gift of popcorn to our military men and women, their families, and veterans' organizations. The popcorn will be shipped directly and is not available for local delivery.

☉ \$30/\$50



MILITARY DONATIONS

A military donation allows customers to purchase popcorn for the military men & women serving our country and supporting Scouting at the same time.



PECATONICA RIVER POPCORN®

TOOLS TO BOOST SALES



SALES FLYERS

Scout takes the flyer door to door to collect orders.
Form has spaces for up to 30 names.



TAKE-TO-WORK TENTS

Display your popcorn at a high-traffic area like your
workplace to boost sales easily!



TASTING KITS

Scouts taste product and share their experience with
customers.



PROMOTIONAL EXTRAS

Organize, promote, and draw attention to your sale.

TASTING KIT



FAMOUS PR POPCORN TASTING KIT

The purpose of a tasting session is to have each Scout try 1-2 kernels of each flavor. Let the Scouts vote on their favorites - have fun with it!

Boost your sales with a tasting session. Foster familiarity and product knowledge. Encourage the Scouts to share their tasting experience with potential buyers.

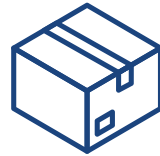


WHERE TO SELL



Show & Sell

Set up in high traffic area
Popcorn is ordered in advance on consignment from Council



Show & Deliver

Combine Show & Sell and Take Order
Popcorn is taken door to door & sold on the spot



Take Order

Traditional way of going door to door
Popcorn is delivered after the sale



Online Store

Customers can support all across the country
Each Scout gets credit for sales

SCOUT SCRIPT & BEST PRACTICES

SCOUT SCRIPT

"Hello! My name is _____ and I am with pack/troop _____. I am selling popcorn to earn my way to _____ and support our camp outings. I have some great popcorn flavors available for sale. My favorite flavor is _____ and I know you will love our popcorn assortment. Would you consider supporting me?"

***Always thank your customer, even if they do not purchase. Be cordial & kind.

SELLING TIPS

- **Be in Uniform** - always wear your clean uniform.
- **Know Your Products** - know the names & types of popcorn you are selling.
- **Be Prepared** - practice your sales script and pitch. Have confidence and smile!
- **Always Thank your Customers** - even if they do not purchase.
- **Follow Scout Safety Tips** - buddy system, road-rules, money management and curfew.





ONLINE STOREFRONT

SHOP ONLINE!

PROPCORNSTORE.COM

60% of every purchase goes to the Scout's unit and Council in their name

FREE SHIPPING

No deliveries to worry about - all ships from PRP

ALL SALES COUNT!

All sales qualify for Winner's Circle!
Personable email can be sent to family & friends with customized video message

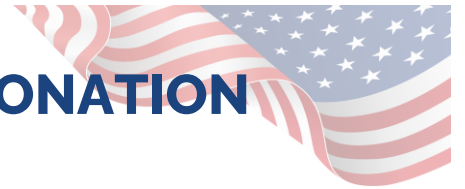














2024 ONLINE SALE



Shop our product mixes today - or support the military with our

MILITARY DONATION



 <p>Trustworthy Duo \$30.00</p>	 <p>Loyal Favorite \$30.00</p>	 <p>Friendly Bundle \$35.00</p>	 <p>Kind and Spicy Combo \$35.00</p>	 <p>Courteous Cluster \$40.00</p>	 <p>Helpful Mix \$40.00</p>
 <p>Obedient Blend \$40.00</p>	 <p>Cheerful Variety \$45.00</p>	 <p>Thrifty Brew \$45.00</p>	 <p>Brave Medley \$50.00</p>	 <p>Clean Classic \$50.00</p>	 <p>Reverent Collection \$60.00</p>

WWW.PRPOPCORNSTORE.COM



ONLINE RESOURCES

WWW.PRPOPCORN.COM

TRAINING VIDEOS

WATCH & LEARN OUR 12 VIDEOS TO HELP YOU MAKE THIS SEASON A SUCCESS!

PRINTABLE RESOURCES

RECEIPTS, LEAVE BEHINDS & MORE!

SALES TOOLS

NUTRITION INFORMATION, PRODUCT WEIGHTS & DIMENSIONS AND MORE!

PAYMENT INFO

LEARN ABOUT SUGGESTED PAYMENT OPTIONS!

PR POPCORN WINNER'S CIRCLE

ONLINE SALES INCLUDED!

\$3,000 Winner's Circle
Scout can select their prize

- All popcorn sales count (S&S, TO, Online)
- Prize choice for every \$3,000 sold
- Kernel enters qualifying Scouts
- PRP fulfills and communicates with family



 **SELL \$3,000**

PICK A PRIZE FROM THE WINNER'S CIRCLE FOR EVERY \$3,000 SOLD
Prizes subject to availability

 \$200 AMAZON GIFT CARD	 \$200 BEST BUY GIFT CARD	 \$200 AMC GIFT CARD
 AIRPODS	 AMAZON FIRE 10" TABLET	 42" SMARTCAST TV
 ELECTRIC SCOOTER	 QUADCOPTER DRONE	

UNIT POPCORN KICKOFF

The Unit Popcorn kickoff offers a fantastic chance to captivate and inspire your Scouts while also providing an ideal platform to enlighten parents about the importance of selling popcorn to sustain your Scouting program.

BEST PRACTICES

- 1 Promote the Popcorn! The best way to sell Pecatonica River Popcorn is by tasting! Have the Scout try all the flavors and pick their favorite. In addition, practice their sales pitch & review all safety tips.



- 2 Discuss the Winner's Circle Prizes! All Scout sales, including Online Sales, qualify the Scouts for our Winner Circle prizes. Highlight previous sales' winners or prizes.



- 3 Make it fun! Consider banners, posters, balloons and music to help create a fun & exciting environment. This is your opportunity to really excite the Scouts!

3 APPS TO MANAGE YOUR SALE



MY PRPOPCORN

App used to promote online sales at the Scout level through social media.



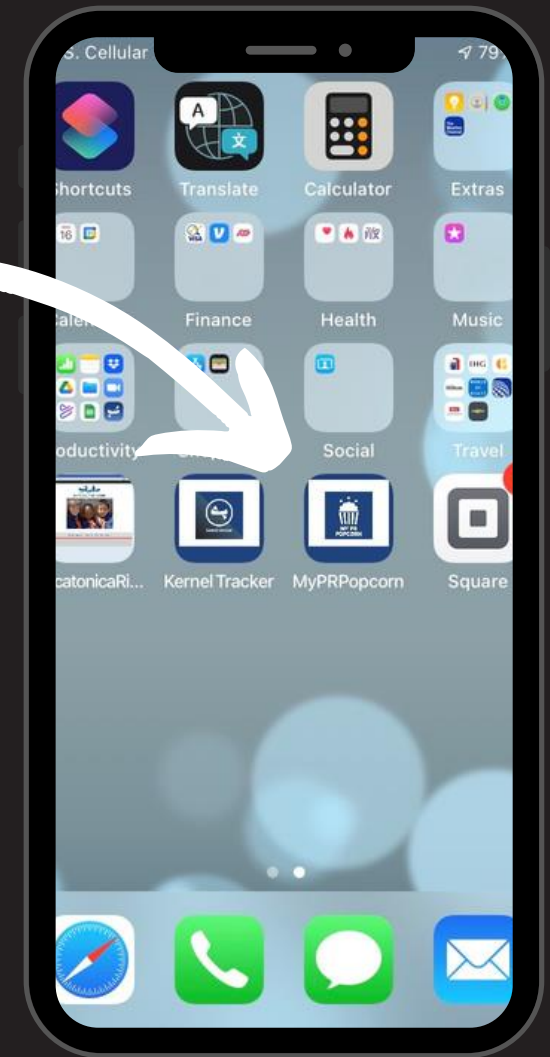
KERNEL TRACKER

App designed to manage unit level inventory down to the Scout level.



SQUARE READER

Money collection app to allow for the collection of credit cards.





USING MY PRPOPCORN

Quick & Easy Guide



**UNIT KERNEL
SIGNS YOU UP
FOR SELLER ID**

Watch for your registration email from
“Pecatonica River Popcorn”
(pops@prpopcorn.com) with the subject
“Scouting America Online Popcorn Sale”



**CREATE YOUR
PROFILE**

Click : “Register Now” in the email from
step one to get to the MYPRP platform to
create a profile. Include a picture & video!
Drive your success with a complete profile!



**SHARE YOUR
LINK!**

Share to Facebook, X, Email and/or
Text by clicking the share buttons at
the top of your profile page.!



KERNEL TRACKER

Quick & Easy Guide

MANAGE INVENTORY

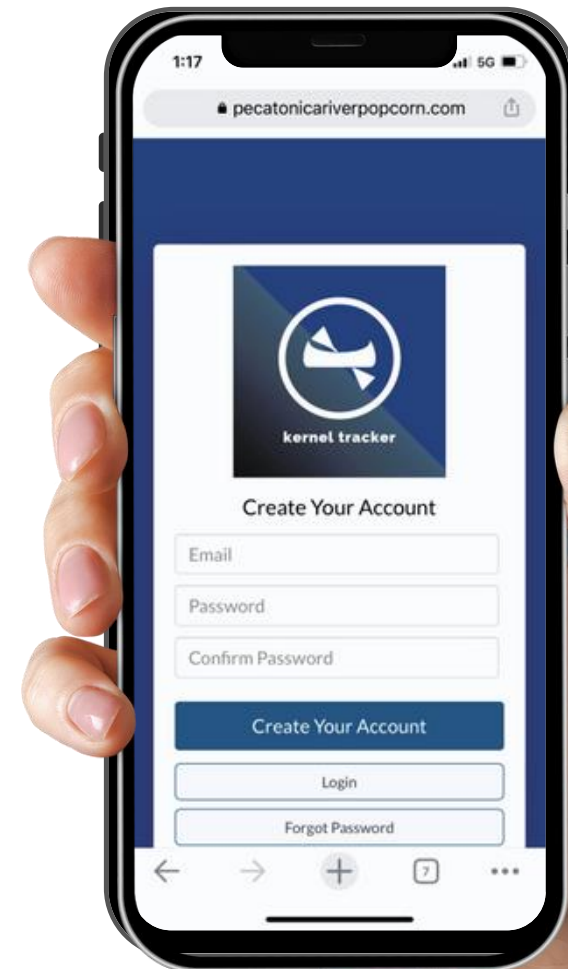
By Scout
Container
Retail Value!

VIEW DISTRIBUTED STOCK

By Scout
Container
Retail Value

MANAGE SITE LOCATIONS

Create location opportunities
Limit number of Scouts
Assign Scouts to Shifts





SQUARE READER

Capture Funds

PAYMENT TYPES

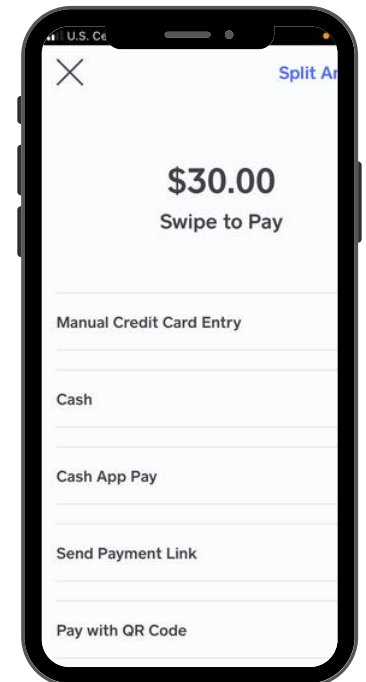
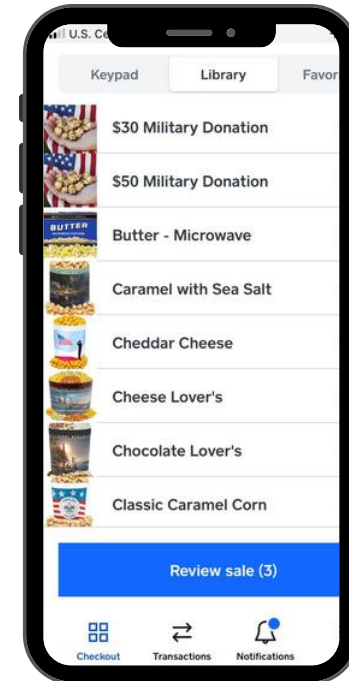
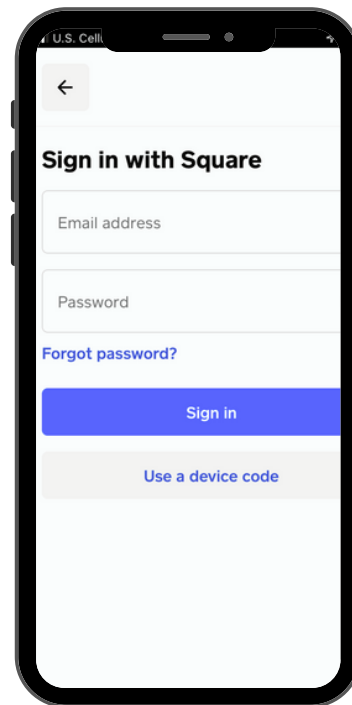
- Cash
- Check
- Credit Cards

EASY DEPOSITS

All money collected is deposited into the unit account for payment to the Council

SIMPLE PROCESS

- Sign In
- Upload mix from www.prpopcorn.com
- Swipe & Go!



**COME TO THE POPCORN TABLE TO RECEIVE
YOUR UNIT'S KICKOFF PACKET OF GOODIES!**

LET'S HAVE A GREAT 2024 POPCORN SALE!!



PECATONICA RIVER POPCORN™

THANK YOU

FOR SUPPORTING SCOUTING
