

Dear Unit Leader,

Trail's End has many exciting improvements for the 2010 popcorn sale! Trail's End is providing a stronger, more simplified program to help grow your popcorn sale. Please take a few minutes to watch the four short videos below about these improvements.

Better Flavor/Better For You – Trail's End has dramatically improved the flavor and healthfulness of every product in the lineup for 2010. (2:42)

- 0g trans fat in the entire Trail's End product line
- All microwave popcorn is made with canola oil
- All caramel corn is naturally sweetened with tapioca syrup

Better Packaging – Trail's End packaging is now re-sealable, creates less waste, and increases the awareness of Scouting on every package. (3:40)

Better Program Support – you will have more resources than ever before, including communication tools, a sales training DVD, posters, and more. (2:08)

Better Scout Rewards – your Scouts will get higher value, endless variety, and much more. (2:44)

Thank you for your continued support of the Trail's End Program. Stay tuned for additional resources for your 2010 popcorn sale!

Dominick A. Marinelli

Trail's-End Popcorn