



For Immediate Release

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Economy Raises Ingredient Costs in Girl Scout Cookies

As a result of an unstable economy and rising costs, Girl Scouts of the USA and the licensed cookie companies, ABC Bakers and Little Brownie Bakers, baking Girl Scout cookies decided to change the content by weight in three of our eight cookie products, Thin Mints, Peanut Butter Sandwiches, and Shortbreads, rather than raise the price per box. This weight reduction is the first downsizing of these cookies in over 25 years, and is consistent with market trends of cookies sold at retail.

The cost of baking a cookie today is significantly higher than it was even a year ago, and our bakers cannot continue to absorb these rising costs. Across the nation, dramatic increases in the cost of ingredients have forced cookie manufacturers and food retailers to choose between increasing price, lowering quality or downsizing. Transportation costs are 30-40% higher than they were at this time last year. While several famous brands are raising their prices, we, like many others, have decided to lower the net weight of our cookie boxes slightly rather than ask our customers to pay a higher per-package price during these difficult times.

Growing attention to portion control also helps to offset having two fewer cookies per package for many consumers today. Reducing quality was never a viable option for Girl Scout Cookies, not only because to do so would break faith with consumers who buy the cookies to support the important work done by Girl Scouting, but also because it would be an injustice to the girls who participate in the cookie activity.

In addition to the weight reductions, the packaging footprint for Thanks-A-Lot and Lemonades was reduced to use the smallest amount of cardboard possible. This action was taken to save trees, to save energy and to reduce landfill waste. The weight and number of cookies in Thanks-A-Lot and Lemonades is the same as before the change in box dimensions.

We hope Girl Scout cookie lovers will understand this situation and continue to support our girls. Our cookies are more than a tasty treat in a box; they are an avenue for girls to develop leadership and financial literacy skills, pursue their dreams, and to better themselves as well as their communities. With the purchase of each and every box, customers of Girl Scout cookies invest in their own community by supporting local troops or by helping them to perform the many service projects they conduct to make their community a better place.