

# Trail's End®

## 2025 PRODUCTS

- We only sell popular products & flavors that consumers purchase and enjoy every day.
- Now featuring Scouting America and Scouts in action.
- No artificial colors or flavors.



**NEW FIVE  
\$20  
PRODUCTS\***

**DESIGNED TO INCREASE  
CONSUMER PURCHASES!**

**SIMPLIFIES SALE FOR  
SCOUTS, LEADERS,  
AND CONSUMERS!**

**\$20**



### BUTTER POPCORN

**New**

- Delicious and made with real butter
- 18 cups | 6oz

**\$20**



### WHITE CHEDDAR POPCORN

**#1 Seller Stays at \$20**

- Savory and made with real cheese
- 16.5 cups | 6oz

**\$20**



### SALTED CARAMEL CORN

**Reduced from \$25 to \$20  
& 14oz to 11oz**

- Rich caramel with just the right amount of salt
- 5 cups | 11oz

**\$20**



### SWEET & SALTY KETTLE CORN

**Increased from \$15 to \$20  
& 3.5oz to 4.5oz**

- Light, crispy texture
- Only 4 ingredients
- 7.5 cups | 4.5oz

**\$20**



### POPPING CORN

**Increased from \$17 to \$20**

- All natural, popping kernels
- 28oz

**\$25**



### MICROWAVE BUTTER POPCORN

- Just the right snack for movie night
- 12 microwave bags

\*Each Council designates products and pricing for their Units to sell each year.

\*\*Average return to local Councils, Units and Kids based on all Trail's End product sales. Individual results may vary.

Nutritional information & ingredients available on back of packaging. Contact us at [support.trails-end.com/support/home](mailto:support.trails-end.com/support/home) with questions.



PRODUCT	RECOMMENDED RETAIL	EST US RETAIL POPCORN MARKET
WHITE CHEDDAR POPCORN	\$20	\$500MM
BUTTER POPCORN (READY-TO-EAT)	\$20	\$150MM
KETTLE CORN	\$20	\$150MM
CARAMEL CORN	\$20	\$150MM
POPPING CORN	\$20	\$150MM
MICROWAVE POPCORN	\$25	\$900MM

Est 2 Billion, est 75% of  
US RETAIL POPCORN MARKET

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