



2023-2024 Cookie Price Increase FAQs

Why did the Girl Scouts of Connecticut increase the cost of cookies?

Due to the rising costs of goods and services nationwide, many councils across the country – including Girl Scouts of Connecticut – have made the difficult decision to increase the cost per Girl Scout Cookie package this season. All varieties of cookies are \$6.00 per package. The price increase generates more revenue for both troops and council to help offset the rising cost goods and services that we are all experiencing.

When did the price adjustment go into effect?

Price increases are effective for the 2023-2024 cookie season.

Given the price increase, will there be an adjustment in the troop proceeds?

Yes. Base troop proceeds increased from 85 cents per package to \$1 per package. Tiered proceeds are also still in effect.

How will GSOFCT use the additional revenue that comes from this price increase?

The price increase generates more revenue for both troops and council to help offset rising costs. Cookie proceeds will continue to stay local – helping to power experiences for Girl Scouts here in Connecticut such as programming, summer camp, volunteer training and support, and other costs related to delivering our mission to more than 27,000 members.

Last year S'mores and Toffee-tastic cookies were \$1.00 more than the other varieties – why are all cookie varieties the same price this year?

The cost per package across ALL flavors are \$6.00, including the premium cookies, Girl Scout S'mores and Toffee-tastic. GSOFCT is absorbing the extra costs associated with those cookies. This simplifies the program pricing.

Are the number or weight of cookies in each packages decreasing?

The number and weight of cookies in each package will remain the same.

Are other Girl Scout councils raising the prices of their cookies?

Yes, several other councils, including several New England councils are raising their Girl Scout prices as well. Each of the 111 Girl Scout Councils manages the Girl Scout Cookie program locally and each sets its own price for cookies.

Does the price increase have anything to do with the supply issues that LBB has had in the past?

No, the price increase is to offset the cost of rising goods and services.

What should Girl Scouts say to customers when they are asked why cookies cost more this cookie season?

Girl Scouts should tell customers that the cost of Girl Scout Cookies has increased to help offset the rising costs of goods and services that our council and troops are experiencing. Girl Scouts should also continue to share with their customers the troop's plans for the proceeds, what their goal is and what they are learning by participating in the cookie program.