



Cookie Season 2025

Week-by-Week



Week 3 – January 19-25

During the **Direct Sale phase**, you can sign up for Council sponsored booths or your troop can reach out to small privately owned businesses on your own with some restrictions. Pop Up (Lemonade Stand) Booths on your own personal property do not require permissions but must follow all other safety guidelines. NO booths, walkabouts or wagons selling cookies along parade routes. Please read our full **MARDI GRAS** statement on our [For Cookie Managers](#) page .

- **Council Sponsored Booth Sites** – Council designated volunteers will be reaching out to businesses to set these locations up. Troops will initially be limited in how many time slots they can sign up for, and how many can be for premium locations. Currently only Sam's Club and Walmart are considered Premium locations.
 - Troops will be able to sign up for more time slots on a rolling schedule until booth sign-up becomes fully open. All dates are listed on the [2025 Cookie Calendar](#). The limited sign-up schedule promotes fairness for more troops to have access to popular locations.
 - You can check out the available booth locations and time slots under the Booth tab in Smart Cookies. Please understand that locations become available as they are secured with store management and that some locations may not be available until a later round of booth selections.
 - **Council Cookie Booth Sign-Up: Round 1**, 6 selections / only 2 Premium
Opens **January 23**, 4pm – Ends **January 26**, 11:59 pm
 - **Troop Secured Booths** – ALL Cookie Booths must be approved by GSLPG. Contact your SU Booth Sale Coordinator or council staff before approaching a business to make sure they are not on the council list. You may start requesting these on February 1. **New this year is that they will count in your overall allowed booth count for each round.**
 - The following locations will **NOT** be approved for Troop Secured Cookie Booths
 - Any major chain (ex. Arranging an exclusive troop booth at a Walmart or Kroger location)
 - Locations that a girl would not normally be able to patronize. (ex. Age restrictions)
 - Any location that was a past or present council booth site.
- NOTE: Troop secured booths at these locations are either statistically unsafe for girls, conflict with the Girl Scout brand, or are not practicing good sisterhood and fairness. Our main concern is promoting a safe and fair program for all girls. We will monitor the location of Cookie Booths.
- Not sure how to schedule a cookie booth? Quickbites are available from ABC for scheduling Council arranged [Council Secured Booths](#) or troop arranged [Troop Secured Booths](#).
 - **January 27 – Initial Orders end** so you need to set a deadline to collect order card orders from your girls so you can meet this timeline. More info on how to place your order will come out next week.

