



Cookie Season 2025

Week-by-Week



Week 4 – January 26 – February 1

- **January 27** is the **deadline** for Troops to enter their Initial Order. **This includes cookies and recognitions.** TCM's have until 11:59 pm to enter their orders. After this time, you will be locked out. Please enter all orders and make necessary adjustments prior to this time.
- Digital Order Cookies for girl delivery **must already be approved** by the parent for them to be included in your Initial Order. Approved cookies will already be included under the girls' numbers in Smart Cookies. Orders not approved by, or placed after, this deadline will be included in the direct sale numbers. All order card entries must be manually added in Smart Cookies.
- Not sure how to place your order? Use this resource. [Quickbite: Creating an Initial Order](#)
- If your troop has earned the Early Recognition by having an Initial Order PGA (per girl average) of 325+, all girls selling, + 2 adults will earn the reward. NOTE: For the individual girl Early Recognition you can't add cookies, then later remove from a girls Initial Order to trigger this reward. The girl Initial Reward should only be for those girls that truly earned it by having 275+ pkgs sold on her pre-sale order. [Quickbite: Recognitions](#)
- Troops with the majority CSA girls can opt out of rewards. Troops doing so will get an additional .10 per package, earned patches and girls reaching the 1000+ level will be able to attend the Cookie CEO event. Send request to opt out to info@gsllpg.org.
- You need to consider your booth sale needs for at least the first weekend. Your booth sale cookies should be placed in the "Booth" line to pick them up with your initial order. All orders are rounded to the case, so be sure that you review your "Extra" line when considering your additional order for booths.

TAKE STOCK AND RESTOCK!

Deciding how many packages to order for booth sales isn't an exact science, but here are the 2024 ABC average sales per cookie variety to give you an idea of how many to o



Thin Mints	25%
Caramel deLites	19%
PB Patties	15%
Lemonades	10%
PB Sandwich	8%
Adventurefuls	8%
Trefoils	7%
Toast-yay !	5%
Caramel Chocolate Chip	3%

- After saving your final order, you must select a delivery station. Larger locations may require an appointment
 - Scroll down to Select Delivery Station; Your SU will not have a location choice. They are assigned.
 - If prompted, pick a time for pick up. (Alexandria, Lafayette, Lake Charles, Monroe and Shreveport only)
 - If you change your troop initial order before the deadline, you may have to select your delivery station again.

Reminder: All IO deliveries to SU/Troops will fall between February 14-20.

