

RETAIL COMPARISON

Our Popcorn vs Comparable Products

Council Pricing vs Store Brand Pricing

Sweet & Salty Kettle Corn	Angie's Kettle Corn	12-Pack Microwave	12-Pack Orville	Popping Corn	Orville Kernels
					
\$3.60	\$3.79	\$6.85	\$8.49	\$5.07	\$6.99

What the consumer sees: When a Scout sells the popcorn to a consumer, it includes a 70% Donation to Scouting.

Cost of our product with the Donation included.



Kettle Corn sells to consumers at \$15 which equals a donation of \$11.40.

12-Pack Microwave sells to consumers at \$25 which equals a donation of \$18.15.

Popping Corn sells to consumers at \$17 which equals a donation of \$11.93.

White Cheddar sells to consumers at \$20 which equals a donation of \$14.04.

S'mores sells to consumers at \$25 which equals a donation of \$17.55.

Salted Caramel sells to consumers at \$25 which equals a donation of \$17.55.



https://www.google.com/acik?sa=l&ai=DChcSEwi2j7v4_uH_AhX4N9QBHR6BCioY