

## Girl Scout Cookie Booth/Alcohol Pairings

PROCEDURE INFORMATION	
Effective Date:	July 1, 2023
Lead Department:	GSHNC Product Program Department
PROCEDURE BACKGROUND	
<p>We welcome partnerships with local businesses to help support Girl Scouts through the cookie program. A brewery/winery/distillery or restaurant can host pairing events that feature Girl Scout Cookies in accordance with the guidelines in this procedure.</p> <p>This procedure is intended for businesses to feature Girl Scout Cookies in a pairing, and not for council-sponsored events or programs.</p>	
PROCEDURE STEPS	
<p>All requests for hosting Girl Scout Cookie pairing events are reviewed and approved by the Product Program department, following the guidelines in this procedure.</p> <p>To request a pairing event, complete the online GSHNC Cookie Pairing Event Request form no less than 10 days prior to the proposed event.</p>	
<p>Girl Scout Cookie pairing guidelines</p> <p>The business can:</p> <ul style="list-style-type: none"> <li>• Purchase the cookies needed through a local Girl Scout troop using their Digital Cookie troop link. If they do not know a Girl Scout, product program department staff will connect them with a Girl Scout troop to make the purchase.</li> <li>• Promote the event without using Girl Scout logo, images, or brand names. Approved promotional copy: "Join us at Acme Brewery for a special beer pairing event featuring cookies provided by Girl Scout Troop # 12345. Acme Brewery is a proud supporter of Girl Scouts Hornets' Nest Council."</li> <li>• The day of the event, inside the establishment, specific cookies can be featured by brand name on a pairing/tasting card. Example: "Our Irish Stout paired with a refreshing Thin Mint" and consider including specifics about why this pairing is well suited. Please note, this information cannot be used for pre-event advertising purposes.</li> <li>• Promote the Cookie Finder to support local Girl Scouts on social media, inside the business, etc. The council can provide social media images and printable signs for you to use.</li> <li>• Coordinate a Girl Scout cookie booth sale at the business IF a minor is permitted to make a purchase without an adult present at the business.</li> <li>• If desired, donate proceeds from pairing event sales to Girl Scouts Hornets' Nest Council.</li> </ul> <p>The business cannot:</p> <ul style="list-style-type: none"> <li>• Use any Girl Scout logos, images, or brand names in advance promotion of the event.</li> <li>• Sell Girl Scout Cookies.</li> <li>• Host a Girl Scout Cookie booth if minors are not permitted to make a purchase at the business without an adult present.</li> </ul>	