



2024-2025

Meet the Cookies

Little Brownie
BAKERS®

girl scouts 

Expert layering of flavor profiles and textures means that you can...

A difference
that is...

Tasty
Inspiring Authentic
Balanced Curated
Appetizing Flavorful
Distinct Irresistible
Nutty Craveable
Luscious Buttery Exquisite
Layered Delightful Caramelized
Enjoyable Rich Minty
Delectable Perfect
Delicious

The Cookie Experience

1



See



Smell

2



Taste



Thin Mints®

Crisp, chocolaty cookies made with natural oil of peppermint





Thin Mints®



- **Dark**
- **Rich**
- **Smooth**
- **Thin**
- **Round edges**
- **Indentations** from docking holes used to prevent cracking while baking.



- Strong **mint** and rich **chocolate** aroma.



Thin Mints®



- **Authentic** taste from real cocoa and real peppermint oil
- **Balanced chocolate and mint** that don't melt into a single flavor
- **Lingering fresh mint** aftertaste
- **Crispy cookie** wafer
- **Sweetness doesn't overpower** chocolate and mint flavors

Samoa's[®]

Crisp cookies with caramel, coconut and dark chocolaty stripes



Samoas®



- **Thick stripes**
- Toasted **caramel color**
- **Dark chocolate**
- **Thick bottom coating**
- **Scalloped edges**
- Resembles **homemade**



- Strong **coconut** and **caramelized sugar** aroma with a hint of **dairy** notes





Samoas[®]



- **Distinct, layered flavors** that melt together
- First bite dominated by **sweet caramelized sugar flavor**
- Chewy cookie **drenched in caramel and toasted coconut** and drizzled with rich dark chocolate
- **Sweetness lingers** after cookie is eaten

Tagalongs®

Crispy cookies layered with peanut butter and covered with a chocolaty coating






Tagalongs®



- Enrobed in
-
-
- from Peanut Butter Filling
- after Bite













- Strong nutty
 aroma



Tagalongs®



- Both    and  present in first bite
-   of sweet, creamy peanut butter
-   are equally intense and complementary
-   aftertaste

Do-si-dos[®]

Oatmeal sandwich cookies with peanut butter filling





Do-si-dos®



- ♦■♣●◡◡♦◡♣♣♣■◡
- Consistent ♣◡♣♣♣♣
●◡▽♦♣◡▲■◡♣◡■◡▽◡■
- Thin Layer of ◡♣♣◡♣♣
▲♣♣♣♣■■♣♣♣



- Nutty ◡♣♣◡♣♣ and
●■♣■◡ aroma



Do-si-dos®



- First bite has mild $\clubsuit\clubsuit\spadesuit\spadesuit\clubsuit\clubsuit$
 $\clubsuit\clubsuit\heartsuit\heartsuit$ and $\spadesuit\spadesuit\clubsuit\heartsuit\spadesuit\clubsuit\spadesuit\clubsuit$
 flavor
- Sweet peanut butter flavor
 $\triangle\clubsuit\heartsuit\spadesuit\clubsuit\clubsuit\spadesuit\clubsuit\spadesuit\heartsuit\spadesuit\heartsuit\spadesuit\spadesuit$
 $\heartsuit\spadesuit\clubsuit\spadesuit\clubsuit\clubsuit$ while eating
- $\spadesuit\heartsuit\spadesuit\heartsuit\spadesuit\spadesuit\spadesuit\spadesuit\clubsuit\clubsuit\spadesuit$
 sweetness and saltiness
- Hearty, $\clubsuit\heartsuit\clubsuit\clubsuit\spadesuit\clubsuit\spadesuit\heartsuit\spadesuit$
 $\spadesuit\spadesuit\heartsuit\spadesuit\heartsuit\clubsuit\clubsuit$ with soft
 $\spadesuit\spadesuit\clubsuit\clubsuit\clubsuit$
 $\spadesuit\clubsuit\clubsuit\clubsuit\spadesuit\heartsuit\spadesuit\heartsuit$

Adventurefuls®

*Indulgent brownie-inspired cookies with
caramel flavored crème and a hint of sea salt*



































Adventurefuls®



- Deep ♦♣■●◼◻◐◑◒◓◔◕◖◗◘◙◚◛◜◝◞◟◠◡◢◣◤◥◦◧◨◩◪◫◬◭◮◯◰◱◲◳◴◵◶◷◸◹◺◻◼◽◾◿◀▶▷◁◂◃◄◅◆◇◈◉◊◌◍◎●◐◑◒◓◔◕◖◗◘◙◚◛◜◝◞◟◠◡◢◣◤◥◦◧◨◩◪◫◬◭◮◯◰◱◲◳◴◵◶◷◸◹◺
- Raised ♣♣■▒◐◑◒◓ on
♣●◐◑◒◓◔◕◖◗◘◙◚◛◜◝◞◟◠◡◢◣◤◥◦◧◨◩◪◫◬◭◮◯◰◱◲◳◴◵◶◷◸◹◺
▲■◐◑◒◓◔◕◖◗◘◙◚◛◜◝◞◟◠◡◢◣◤◥◦◧◨◩◪◫◬◭◮◯◰◱◲◳◴◵◶◷◸◹◺


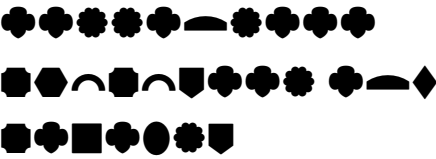
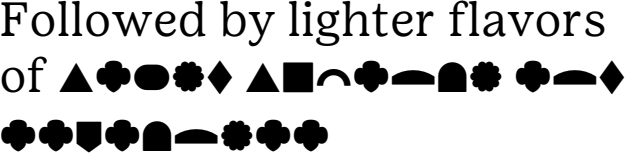
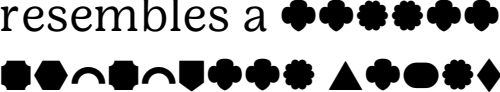


-       Appearance
with            
-            
aroma



Adventurefuls®



-  with strong sweet chocolate flavor
- Strong initial tastes of 
- Followed by lighter flavors of 
- Lingering aftertaste resembles a 

Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout Cookie™ recipe





Trefoils®



- Edges and than Center
- Noticeable Docking
- Bottom and Edges of Cookie with Cratering and Gaps



- Mild and aroma



Trefoils®



- ♣◡■♣*■ ▮■♣♣ ▲▮♣* with mild sweet dairy and vanilla flavors
- ▲♣♣♣*■♣ ♣*◡■♣▲■*♣♦ taste
- Crispy and ◡*■▮*♣*♣* ♣■♣♣▲*♣
- Balanced ♣♣*♣♣ ♦♣▮■♣♣ ♣■♣▮◡♣♣*♣*♣ ♣◡♦ ♣♣◡▮*♣ ▮*♣♣◡■♣ ♣▮*♣◡♣*♦ ▲♣♣ ♣*♣▮◡♣ ◡■♣♣*♣▮◡*♣♣

Toffee-tastic®

Rich, buttery cookies with sweet, crunchy toffee bits





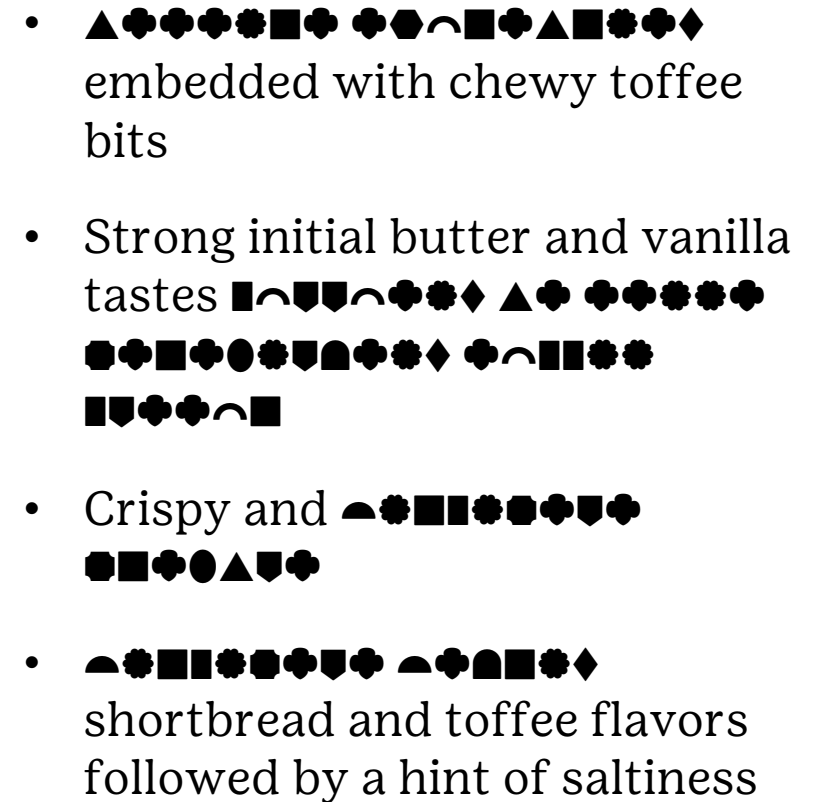
Toffee-tastic®



- ■◡⊕◡◆
- ■⊕⊕⊕△▽⊕⊕◡⊕⊕⊕◆⊕
with ■■⊕⊕⊕⊕⊕◡◆
⊕⊕◡⊕
- ▽⊕⊕⊕⊕⊕◡◆◆⊕■⊕
⊕◡▽◆⊕◡△■◡⊕◡⊕◡▽■



- Variation
- Mild ■⊕■⊕⊕▽⊕⊕◆
⊕⊕⊕⊕■ and △■◡⊕◡
△⊕⊕⊕⊕■ aroma



Lemon-Ups®

Crispy lemon cookies baked with inspiring messages to lift your spirits





Lemon-Ups®



- ■◡⬢◡◆
- *⬢⬢⬢⬢◡◡■*⬢⬢◆●*⬢⬢⬢⬢⬢*
with ⬢⬢◡▲⬢■⬢⬢
- ●◡◡◆*◡◡⬢◡◡◡
- ◆■◡◡⬢◡◡◡◡◡◡◡ on
Edges
- ⬢■⬢◡◡◡◡◡*◡◡◡
◡◡⬢⬢◡◡◡ on Bottom
- Noticeable Docking ◡◡◡*◡



- Intense ⬢*⬢⬢⬢⬢
◡*●◡◡ aroma



Lemon-Ups®



- ♣️🍋🍋🍋🍋🍋🍋🍋🍋🍋 with medium lemon intensity that melts into a sweet lemon profile
- 🍋🍋🍋🍋🍋🍋🍋🍋🍋🍋 is result of glaze dissolving when eaten — 🍋🍋🍋🍋🍋🍋🍋🍋🍋🍋
🍋🍋🍋🍋🍋🍋🍋🍋🍋🍋
- 🍋🍋🍋🍋🍋🍋🍋🍋🍋🍋 tang complements buttery shortbread
- Inspiring messages create
🍋🍋🍋🍋🍋🍋🍋🍋🍋🍋
🍋🍋🍋🍋🍋🍋🍋🍋🍋🍋

Girl Scout S'mores®





*Graham sandwich cookies with chocolaty
and marshmallowy flavored filling*





Girl Scout S'mores®



- Consistent 
-  of Filling
- 
- Noticeable Docking 



- 




 and sweet








 aroma

Visit the
Little Brownie
Bakers website
for photos of
craveable
cookies

LittleBrownie.com



Useful Tips

Use this resource to expand basic cookie knowledge by using senses of sight, smell and taste. Here are a few thought starters — get creative and have fun with all the sights, aromas and flavors.



Girl Scouts can use the "Cookie Sensory" cards supplied separately when talking to customers. Cut them out and place behind the matching variety or use with the full sheet.

More Tips

- Experience a true "sensory taste test" by challenging everyone to use their senses of sight, smell and taste from the moment they see the cookie all the way to the last tasty bite. Stop and describe the senses, and emotions along the way. Use this aid for new ways to describe the cookies.
- Create a game of questions or descriptors and ask for "cookie" answers or play the "Clue Cards" game on LittleBrownie.com.
- Play a matching game using multiple cookie descriptors and cookie names.

Girl Scouts Can:

- Create a cookie selling script using their new cookie descriptors to promote each variety —try it out for those last packages of remaining inventory.
- Act out one cookie, delivering a script of its sensory experience. See how many guesses it takes to figure it out.
- Write a cookie rap or poem using all the fun cookie descriptors while having fun expanding their cookie knowledge to share with customers. Add booth descriptors to booth signs to draw customers in.
- Draw a favorite cookie in a world that explodes with all the senses.
- Make Thank You cards and use the descriptors to ask for a reorder of their customer's favorite.
- Promote their program featuring the taste and emotional appeal of their cookies.
- Go to Littlebrownie.com for cookie images and social posts.

LittleBrownie.com



Little Brownie | girl scouts 
BAKERS®

