



2024-2025

Meet the Cookies

A difference
that is...

Tasty
Inspiring Authentic
Balanced Curated
Appetizing Flavorful
Distinct Irresistible
Nutty Craveable
Luscious Layered Buttery Exquisite
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

Samoaas[®]

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 **Creamy Milk Chocolate**
- **Soft and Melty**
- **Visible Ridge** from Peanut Butter Filling
- **Each Layer Visible** after Bite



- Strong nutty **peanut** aroma



Tagalongs®



- Both **creamy soft** and **medium-hard textures** present in first bite
- **Multiple layers** of sweet, creamy peanut butter
- **Rich chocolate sweetness** and **smooth nutty saltiness** are equally intense and complementary
- **Salty peanut** aftertaste

Do-si-dos[®]

Oatmeal sandwich cookies with peanut butter filling





Do-si-dos[®]



- **Diamond Pattern**
- Consistent **Toasty Golden Brown Color**
- Thin Layer of **Peanut Butter Cream**



- Nutty **peanut** and **grain** aroma



Do-si-dos[®]



- First bite has mild **sweet, salty** and **grain-wheat** flavor
- Sweet peanut butter flavor **builds to stronger intensity** while eating
- **Complementary** sweetness and saltiness
- Hearty, **toasted whole grain oats** with soft **creamy, nutty filling**

Adventurefuls®

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





Adventurefuls[®]



- Deep **Dark Chocolate** Base
- Raised **Stripes** on **Smooth Golden-Brown Caramel**
- **Brownie** Appearance with **Cracked Cookie Edges**



- **Baked brownie** aroma



Adventurefuls®



- **Hard first bite** with strong sweet chocolate flavor
- Strong initial tastes of **sweetness, chocolate and caramel**
- Followed by lighter flavors of **baked brownie and saltiness**
- Lingering aftertaste resembles a **sweet, chocolate baked brownie**

Trefoils®

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





Trefoils®



- Edges and **Raised Portions Slightly Darker** than Center
- Noticeable Docking **Holes**
- Bottom and Edges of Cookie **Resemble Homemade** with Cratering and Gaps



- Mild **vanilla** and **dairy** aroma



Trefoils®



- **Softer first bite** with mild sweet dairy and vanilla flavors
- **Buttery shortbread** taste
- Crispy and **perfectly crumbly**
- Balanced **sweet dairy, grain-wheat and vanilla** flavors followed by a **hint of saltiness**

Toffee-tastic®

Rich, buttery cookies with sweet, crunchy toffee bits





Toffee-tastic[®]



- **Round**
- **Resembles Homemade** with Craters and Gaps
- **Light and Dark Golden Brown** Color Variation



- Mild **caramelized sugar** and **brown butter** aroma



Toffee-tastic®



- **Buttery shortbread** embedded with chewy toffee bits
- Strong initial butter and vanilla tastes **followed by sweet caramelized toffee flavor**
- Crispy and **perfectly crumbly**
- **Perfectly paired** shortbread and toffee flavors followed by a hint of saltiness

Lemon-Ups®

Crispy lemon cookies baked with inspiring messages to lift your spirits





Lemon-Ups[®]



- **Round**
- **Easy to Read Message** with Sunburst
- **Golden Yellow**
- **Drips of Icing** on Edges
- **Translucent Coating** on Bottom
- Noticeable Docking **Holes**



- Intense **zesty lemon** aroma



Lemon-Ups®



- **Soft first bite** with medium lemon intensity that melts into a sweet lemon profile
- **Intense lemon flavor** is result of glaze dissolving when eaten — **quick flavor release glaze**
- **Cool, lemony** tang complements buttery shortbread
- Inspiring messages create **personalized eating experience**

Girl Scout S'mores®

*Graham sandwich cookies with chocolaty
and marshmallowy flavored filling*





Girl Scout S'mores[®]



- Consistent **Golden Brown Toasty Color**
- **Even Layers** of Filling
- **Easy to Read Message**
- Noticeable Docking **Holes**



- **Graham** and sweet **chocolate** aroma



Girl Scout S'mores®



- **Crisp first bite** with strong initial tastes of graham and sweet chocolate, followed by lighter marshmallow flavor that layers and builds
- Graham, chocolate and marshmallow flavors **intensify and melt together** when microwaved — similar to original s'mores taste experience

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](https://www.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](https://www.littlebrownie.com) for cookie images and social posts.

LittleBrownie.com



Little Brownie | girl scouts 
BAKERS®

