

WHAT'S INSIDE:

- · Leader check lists and important dates
- Ways to sell Coffee + tips and strategies!
- Prizes and how to order them
- Important policies
- Additional resources and contacts

You can find us online at stlbsa.org

@stlbsa on f





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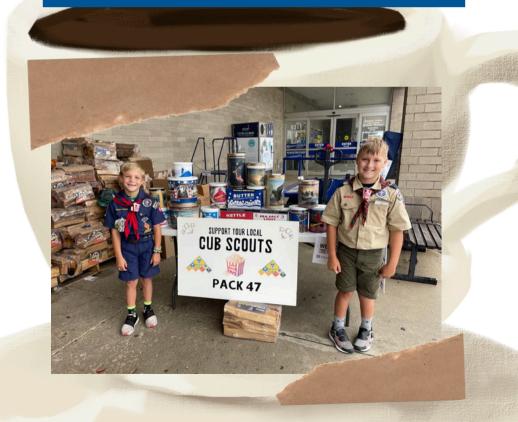
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WHY SELL COFFEE?

Coffee sales can generate enough income to financially support your Scouting Program for the entire year!

Benefits include:

- There is NO up-front cost to your unit.
- · Units pay for only the product they sell.
- · Sales support local Scouting.
- · A built-in prize program encourages Scouts to sell.
- Coffee sales teach Scouts the responsibility and value of earning their own way.
- Coffee is easy to sell. 74% of Americans drink coffee Every day.
- Scouts can earn free camping at a Greater St. Louis Area Scouting camp of their choice!



YOUR BREWMASTER RESPONSIBILITIES

Please review the list below so that you know what you are being asked to do.

- · Get your unit excited about the Coffee sale.
- · Order Coffee.
- Arrange for the pickup of Coffee (anyone from your unit can pick up coffee for you or come with to help pick it up).
- · Keep track of inventory.
- · Set up Show and Sell booths.
- Ensure money collected during the sale gets to YOUR UNIT's bank account. Get checks deposited in a timely manner to reduce the number of bounced checks.
- Arrange for the return of any unsold coffee (anyone from your unit can return coffee for you or come with to help return it).
- Get a check from your unit's treasurer to pay the bill at the end of the sale.
- Apply for prizes and incentives for your Scouts. Parents SHOULD NOT be entering any prizes. Brewmaster can do this at https://stlbsa.org/coffee-fundraiser/

AUGUST 2025

SUN	MON	TUE	WED	THU	FRI	SAT	
					Take Order Sales Begin!	2	
3	4	5	6	7	8	9	
Show & Sell orders are due!	11	12	13	Reorder Coffee Week 1 Opens	15	16	
Reorder Coffee Week 1 Opens	18	Review t goals an	19 20 21 22 23 old a unit Fall product sales kickoff! eview the prizes and incentives, sales oals and techniques. Review safety les for youth and adults.				
Reorder Coffee Week 2	25	26	27		\$\ 29\$ Show & Sell Pick Up! Reorder Coffee Week 1 P/U	30	

BREWMASTER CHECK LIST:

JULY / AUGUST

- August 1st Online and Take Order Coffee sale starts
- Attend Online Fall Product Sale training:

 July 7th, 15th, or July 23rd 7 8:30 PM

 If you can't make it to a training, or attend training and have more questions and want to speak to a live person, visit the
- Coffee Q&A "office hours" Thursday July 31 from 7-8:30pm.

 Select a date for your unit product sale kickoff. We suggest
- somewhere in these two weeks August 18-29
- Select a date for all money and order forms to be turned in by Scouts: October 6, 7, 8, 9, 10, 11
- Contact local stores, churches, restaurants, gas stations to find Show & Sell locations between Aug. 29 & Oct. 12
- Place your Show & Sell order at DUE BY 11:59 PM Sunday, August 10th!
 - *** Please don't over-order, it's easy to order refills during the sale.***
- St Louis Blend Ground and Campfire Roast Ground are available in cases of 10 bags. All Whole Bean, Decaf, and French Vanilla Roast Ground are available in cases of 5 bags.
- Hold your Unit Product sale Kickoff with your unit (p. 21) and MAKE IT FUN!



SUN	MON	TUE	WED	THU	FRI	SAT
31	1	2	3) 4	§ 5 Reorder	6
Reorder Coffee Week 2				Reorder Coffee, pickup Week 2	Coffee, pickup Week 2	
7	8	9	10) 11	12	13
Reorder Coffee Week 3				Reorder Coffee, pickup Week 3	Reorder Coffee, pickup Week 3	
14	15	16	17	18) 19	20
Reorder Coffee Week 4				Coffee pickup Week 4	Coffee pickup Week 4	
21	22	23	24	25	26	27
28	29	30				

BREWMASTER CHECK LIST:

SEPTEMBER

- Choose your September Show & Sell Dates: September 6, 7, 13, 14, 20, 21, 27, 28
- Choose your October Show & Sell Dates: October 4, 5, 11, 12
- Tell Scouts to begin selling Take Order / Show and Deliver coffee after you distribute forms! (p. 20)
- Determine what size vehicle you will need to pick up your Show & Sell Coffee:
 - 25 cases or less = most standard 4 door cars
 - 25 50 cases = most truck beds (Please use a topper or a tarp to protect the product)
 - 40 cases = most SUV's (Explorer, Blazer)
 - 60 cases = most Mini Vans with no seats
 - 75 cases = Suburban with no seats
 - 75 cases or more, enclosed trailers are best
- August 28th August 29th Pick up Show & Sell Coffee at your local service center
- Encourage Scouts to participate in online sales (p. 19)
- Keep in contact weekly with your Scouts and their parents regarding deadlines and information

OCTOBER 2025

				THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	Coffee Returns BSA Outfitters Metro East	Coffee Returns GSLAC Offices	Coffee Returns GSLAC Offices	Coffee Returns GSLAC Offices	Coffee Returns BSA Outfitters Metro East
19	20	21 Final Take Orders are Due!	22	23	24	25
26	27	Remen campir	29 nber to: ording vouchers	30 er prizes, su	31 ubmit	

BREWMASTER CHECK LIST:

OCTOBER

- Collect order forms and money from Scouts
- Deposit money in YOUR UNIT's bank account
- Total the orders from the individual order forms
- Use remaining Show and Sell Coffee to fill as many orders as possible.
- () Identify what coffee must be returned.
- Return product if necessary OCTOBER 14th 18th

*** Anyone from the unit can do the return. Appointments may be necessary (p.22). Service Centers will have Coffee return availability on October 14th, 15th, and 17th the BSA Metro East shop on 18th only.

NO coffee will be accepted after Oct. 21st

- Place your FINAL Take Order by 11:59pm on Tuesday
 October 21st.
- Order all prizes for your Scouts. DUE BY OCT. 31st (p. 23)



	SUN	MON	TUE	WED	THU	FRI	SAT
							1
	2	3	4	Take Order Product Pickup	Take Order Product Pickup	Take Order Product Pickup	8
	9	10	11	12	13	14	15
			Distribute	Coffee to	ustomers		Scouting for Food
							Bag Distribution
	16	17	18	19	20	21	22
			Distribute	Coffee to	customers		Scouting for Food
							Bag Collection
23	/	24	25	26	27	28	29
/	30				receive yo via email.	vember, you our unit's fin Review the i e everything	al invoice invoice to

BREWMASTER CHECK LIST:

NOVEMBER

- Determine what size vehicle you will need to pick up your Take Order:
 - 25 cases or less = most standard 4 door cars
 - 25 50 cases = most truck beds (Please use a topper or a tarp to protect the product)
 - 40 cases = most SUV's (Explorer, Blazer)
 - 60 cases = most Mini Vans with no seats
 - 75 cases = Suburban with no seats
 - · 75 cases or more, enclosed trailers are best
- Pick Up Take Order Coffee (p. 28-30)
- Select a date for your Scouts to pick up coffee: November 5, 6, 7
- Review your invoice. If there are no errors get one check from your unit for the entire balance due made out to "Greater St. Louis Area Council BSA".
 - Address: Greater St. Louis Area Council, BSA PO Box 952685, St Louis, MO 63195-2685

*Allow a week for processing. You may also pay in person at your closest Service Center. We recommend waiting to receive your final invoice in November before paying to avoid any billing discrepancies. If you accidentally overpay, refunds can take up to 4 weeks to process.

DECEMBER 2025

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	Popcorn payments and coffee payments are due!
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31		y	

BREWMASTER CHECK LIST:

DECEMBER Submit ONE CHECK for the **Coffee** Balance Payments • Due December 13th. (p. 31) Double check that you have submitted Scouts for ALL PRIZES that they have earned • Due October 31st. (p. 23) CELEBRATE A SUCCESSFUL SALE! Personally thank anyone who helped you make it possible. Select a brewmaster for next year. Write any relevant information below that the next brewmaster may need to know. Give them this book.

WHAT THE COFFEE SALE MAKES POSSIBLE

The Coffee sale is crucial in providing programs and services for all of our units and funding experiences uniquely suited for each pack and troop.

Some Units use coffee earnings for:

- Awards
- Camp Fees
- Courts of Honor
- Field Trips
- Program Materials
- Equipment purchases
- Blue & Gold Banquets
- Pinewood Derbies
- · Books/Neckerchiefs
- Camporees
- Events/Activities/Outings Anything your Unit decides

Some examples of how the Council uses coffee earnings:

- Training for adult leaders so that Scouts have the very best leadership possible.
- · Maintaining camp properties for year-round camping and outdoor events.
- Providing scholarships or "camperships" for Scouts who need assistance due to financial hardship.
- Program and training equipment—digital projectors and screens for use in training and promotional programs.
- · Planning and conducting various Council-wide activities and events like Scouting for Food, Fright Fest, Cub Launch, Shooto-ree and Cub Adventure Camp.
- Service Centers and a support/professional staff available to help Unit leaders, parents and Scouts.
- · Accident, sickness, and liability insurance for chartered organizations, members, and leaders.

WAYS TO SELL COFFEE

SHOW & SELL (S&S)

Details on page 16

Units place an order for bulk coffee in advance. Units set up a display in their community or an Infront of a business. Scouts sell coffee and hand it to customers at time of purchase.

Important dates: S&S orders due August 10

SHOW AND DELIVER

Details on page 18

Scouts take coffee door to door. One bulk coffee order is placed for the coffee sold by the entire unit. Scouts deliver coffee to their customers after it comes in. Important dates: TO sales begin August 1; TO sales end October 21

TAKE ORDER (TO)

Details on page 20

Scouts take orders from family, neighbors, parent coworkers etc. One bulk coffee order is placed at the end of the sale. Scouts deliver coffee to their customers after it comes in.

Important dates: The sales begin August 1; The sales end October 21

ONLINE

Details on page 19

Scouts can sell Coffee to out-of-town family and friends at https://gatewaytraders.org. The coffee is shipped and delivered right to the customers.

<u>New to the online sale</u> is a month coffee subscription of two bags or more of coffee delivered to the customers. Online sales will be credited on the unit's invoice. (Details on page 19)

Important dates: Online Sales begin August 1, 2025

SHOW & SELL

Your unit can hold a Show & Sell - S&S anytime after Coffee is delivered between August 28th until October 13th

STEP 1: Find a location for your sale

Identify a good weekend to host your sale and contact local businesses, churches, gas stations, fire departments or other locales to get permission to set up a table and sell coffee on their property.

STEP 2: Order Coffee in advance.

You must place your S&S order online at https://scoutingevent.com/312-2025Coffee by August 10th. How much should your Unit order? If your unit held a S&S previously, order slightly more than you actually sold last year. If your unit has never held a S&S, and you're only doing one, start with one case of each flavors of ground and pick 2 flavors to have in Whole bean.

STEP 3: Pick up your coffee on August 28th - August 29th at your local service center.

STEP 4: Hold your sale!

See page 17 for tips.

STEP 5: Close out your Coffee

You may return any unsold coffee October 14-18. Please see page 22 for our Return Policy. You can use excess coffee to fill Take Order sales before doing your return.

STEP 6: Pay for your Coffee

The Council will send you an invoice for all of your coffee with your balance in late November. See page 31 for payment instructions.

TIPS FOR A GREAT S&S BOOTH

Here are some tips to make your booth stand out:

- Reserve your spot early! Try local businesses with lots of foot traffic. Maybe your church would let your unit sell after Sunday services?
- When you confirm your location, ask if they need a copy of the council's insurance coverage. If yes, submit a request for on at https://247scouting.com/forms/312certificateofinsurance
- Assign 2 Scouts and their parents to work in 2-hour shifts.
- Stack the product neatly, creating an appealing display.
- Have the Scouts wear their FULL uniform during the sale.
- Stand in front of the table, not behind it, to better engage the customers.
- Take advantage of mobile payments by using a tablet or smartphone reader. Get your free reader at www.squareup.com. (see page 18)



SALES STRATEGIES

StoreFront - Pharmacies, Grocery Stores, Gas Stations, local business, fair/festival, hardware stores, etc. Think outside the box on your locations and the places we choose represent Scouting values.

***Show and Deliver - A scout loads product in a cart and walks the neighborhood and or attends a family event and delivers coffee as they make their sale. This is the easiest way to sale and the less time on the seller.

Next Door App - Download the app and connect with your neighbors. Promote your sale and take orders through the app or promote your store's location.

Neighborhood Store - Promote your store in your neighborhood and hold a garage sale type event and set up your store in a cul-de-sac or driveway.

Social Media - Use these platforms to your advantage to promote your sale. Take their order or ask them to order online.

Take Order - Have your parents take to forms to work to get sales. Send a family text and take orders through text.

SQUARE CARD READER

Accept credit cards anywhere! Square readers work with the free Square Point of Sale app to allow everyone to take payments on their smartphone or tablet. Increase your Coffee sales with the latest technology. Units that us Square have a 8% to 12% increase in sales

FREE at squareup.com

• 2.6% + \$0.10 per swipe applies

SALES STRATEGIES / ONLINE SALES

Online - This is our biggest opportunity to grow! Scouts can sell Coffee to out-of-town family and friends at https:gatewaytraders.org. Coffee is delivered to the customers and the unit or seller never touches the coffee. Families can create video messages to share via social media and/or email out to their family network.

There is an online **monthly coffee subscription** of two bags or more of coffee delivered to the customers. The subscription are 3, 6, or 12 months.

Online subscription sales will be credited to the unit's invoice after the month is over. May - November 25th. Subscription totals can be added to prizes levels right away.

Year-Round Coffee Sale

Starting in December the online sales will open again and units will get a commission check every three months until August 1st of 2026.

Visit: https:gatewaytraders.org

Scan to order coffee online



TAKE ORDER

Your Scouts can sell coffee using the Take Order form beginning on August 1.

STEP 1: Host a Unit Kickoff and distribute forms

At a pack or troop meeting, gather the Scouts and parents, explain the sale and deadlines, get them excited about selling and give everyone a Take Order form. See the page 21 for kickoff ideas.

STEP 2: Collect the Scouts' orders

Select a date to collect order forms and money from Scouts: October 6, 7, 8, 9, 10, 11. You must place the unit order on October 21. Use the 6th - 20th to follow up with anyone missing and to tally everyone's orders together. Many families will have money in hand to turn in but they may not have all of it. Be ready to accept cash and checks but be sure to let parents know how much they still owe so they can collect it when they deliver the coffee.

STEP 3: Place your unit's Coffee order by Oct 21

You must place your Take Order at https://scoutingevent.com/312-2025Coffee. You should order the exact amount of coffee needed.

STEP 4: Pick up your coffee on Nov. 5-7 at your local service center.

STEP 5: Sort coffee and distribute to Scouts

Find a space for your unit's coffee, and divide it up for each Scout. The Scouts will then deliver the coffee to their customers and collect payment (these checks should be made out to your unit.) If you need more coffee than you originally ordered, place a reorder at https://scoutingevent.com/312-2025Coffee. Please see page 22 for our Return Policies, and divide it up for each Scout. The Scouts will then deliver the coffee.

SUGGESTED KICKOFF AGENDA

Explain how the Coffee sale benefits...

- ...your Unit: Funds our Ideal Year of Scouting—pays for special activities, awards, equipment, and Camp.
- ...your Scouts: Builds a personal sense of responsibility, sales and leadership skills, and supports the program.
- ...your Council: Raises money for improving activities and camping programs.

Review the prizes and incentives:

- Free Camp Vouchers! (see page 24)
- Bonus Prizes! (see page 23)

Review sales goals and techniques:

- Distribute and discuss order forms and prize brochure.
- Role-play sales presentations with youth.
- · Instruct youth to wear their uniforms while selling.

Go over delivery and money collection process:

- Don't leave coffee until the customer pays for it.
- Have customers make checks payable to the Unit.
- Say "Thank you for your order. See you next year!"

Review safety rules for youth and adults:

- Youth should be selling with a buddy or accompanied by a chaperone.
- Emphasize that youth do not enter homes.

RETURN POLICIES

Show & Sell Return Policy

Coffee may be returned as long as the coffee is undamaged.

October 14th - 17th - MacArthur, Cape, Decatur, and Herrin Service Centers October 14th & 18th (10am - 1 pm) - BSA Outfitters Metro East

No Show & Sell returns will be accepted after October 21st.

Use any leftover Show & Sell coffee to fill your unit's Take Order before returning coffee to the council.

Follow "GSLAC Coffee Fundraising Group" on Facebook or read the Product Sales email updates for the most up-to-date information.

Take Order Return Policy

Because you will order exactly what has already been sold to customers, there should be no coffee to return. Limited exchanges will be available at the Cape, Decatur, STL, and Herrin Service Centers.



COUNCIL SPONSORED PRIZES

A Unit earns 33% of total sales and each Scout earns prizes based on the retail value of their personal sales total.

All prizes must be ordered before October 31, 2025. No prizes will be approved after that date.

Scout incentives can be ordered at https://stlbsa.org/coffee-fundraiser/

Scout Incentives:

- 1. A Scout that **sells \$500** worth of coffee products earns a \$30 gift card to Amazon or Gateway Traders.
- 2. "Get a **Coffee Sticker**" for every scout when your unit places its first Show & Sell order.









COUNCIL SPONSORED PRIZES

Free Camp Incentives:

Camping vouchers can be achieved through popcorn OR coffee sales or a combination of both.

Sell \$1800 in products and earn vouchers toward Council Camps

- Cub Scouts Free GSLAC Day Camp
- Scouts BSA \$100 off GSLAC Summer Camp
- ** This incentive is exchangeable for a \$50 Scout Shop or Amazon Gift Card**

Sell \$3400 in products and earn vouchers toward Council Camps

- Cub Scouts Free GSLAC Day Camp & 3-Day Adventure or Arrow of Light Camp
- Scouts BSA/Venturing/Exploring Free week-long Council Summer Camp OR NYLT
- **This incentive is exchangeable a \$150 Scout Shop or Amazon Gift Card**

<u>All Vouchers must be used in 2026 and are nontransferable to 2027</u>

COFFEE FLAVOR PRODUCTS



Campfire Italian Espresso - A balanced but complex espresso blend offering subtle smokiness and hints of dark chocolate. This coffee was air-roasted to an Italian roast profile and tastes equally wonderful straight-up or manually brewed. Tasting notes: smokey CHOCOLATE-COVERED Raspberries. Dark Roast



St. Louis Blend combines a subtle, sweet nuttiness with a clean brightness. This coffee was air-roasted to a medium profile and blended to make a wonderful coffee for any time of the day. Tasting notes: citrus and caramel with a nutty undertone. Medium Roast



French Vanilla - This coffee is 100% Colombian beans, roasted to a medium roast and flavored with rich vanilla and velvety smoothness. Truly a coffee treat to start your day. Tasting notes: smooth vanilla. Medium Roast



Decaf Espresso - A balanced but complex espresso blend offering subtle smokiness and hints of dark chocolate. This coffee was air-roasted to an Italian roast profile and tastes equally wonderful straight-up or manually brewed. Tasting notes: smoky CHOCOLATE-COVERED raspberries. Dark Roast



OTHER PRODUCTS AVAILABLE









\$25 First Responder Donations



\$50 First Responder Donations

Coffee will be donated to the communities First Responder to support their service to our communities.

ORDERING MORE PRODUCT

Need more product for Show & Sell?

Order more coffee here: https://scoutingevent.com/312-2025Coffee

You have the ability to order more coffee in cases of 10 which can be picked up at your local Service Center. If you have any questions please contact Retha Taylor at gslac.productsales@scouting.org.

If you run out of show and sell product you can order more! You can reorder in cases of 10 for St Louis Blend Ground and Campfire Roast Ground. All Whole Bean, Decaf, and French Vanilla Ground can be reordered in cases of 5. Orders will be due every Sunday and will be available to pick up at your local Council Service Center the following Thursday or Friday or arrange for pick up with your District Executive when appropriate.

Locations for picking up additional orders:

MacArthur Service Center

4568 West Pine Blvd. St. Louis, MO 63108-2193

Phone: 314-361-0600 or 800-392-0895

Central Illinois Service Center

262 W. Prairie Ave. Decatur, IL 62523 217-429-2326 or 800-416-2328

Ritter Service Center

3000 Gordonville Rd. Cape Girardeau, MO 63703 573-335-3346 or 800-335-3346

Southern Illinois Service Center

803 East Herrin St. Herrin, IL 62948 618-942-4863 or 888-942-4863

DELIVERY & DISTRIBUTION

Be sure to order your coffee by the deadline so that you can pick it up on the assigned distribution date.

- Show & Sell orders due: August 10
- Show & Sell distribution: August 28 August 30
- Take Order orders due: October 21
- Take Order distribution: November 5-7

On the distribution date:

- Pick up your order at your district's assigned location (see the following pages for details). Be prepared with enough cars and helpers when you pick up your order.
- Check over your entire order at the distribution site to ensure no products are damaged and that your order is complete. If any products are damaged, exchange it before you leave or contact your local Service Center.
- Sign your unit's delivery slip to show that you received your complete order.

Storing coffee and distributing to your unit:

- Find a clean, cool and dry location that is large enough to separate orders by patrol, den, or Scout. Avoid hot, humid, or damp areas where the coffee might get moist or be otherwise damaged.
- Have a receipt for each patrol, den, or Scout to verify the amount of product they received.

After delivery, if customers notice something wrong or are not satisfied with the product, please direct them to email <u>gslac.productsales@scouting.org</u> or call 314-256-3102.

PAYING YOUR BALANCE

In Late November, you will receive your unit's final invoice by email.

- · Review the invoice to make sure everything is correct.
- Get one check from your unit for the entire balance due made out to "Greater St. Louis Area Scouting".
 - Address: Greater St. Louis Area Scouting, PO Box 952685, St. Louis, MO 63195-2685
- · Setup a Debit Payment
- · Allow a week for processing.

You may also pay in person at your closest Service Center. We still recommend waiting to receive your final invoice in November before paying to avoid any billing discrepancies. If you accidentally overpay, refunds can take up to 4 weeks to process.



RESOURCES

Council Contacts:

General Coffee Sale Questions / Camp Vouchers:

gslac.productsales@scouting.org

Laura Enge

Coffee Advisor 314 256 3102 laura.enge@scouting.org

Retha Taylor

Coffee Assistant 314 256 3050

MacArthur Service Center

4568 West Pine St Louis. MO 63108 314 361 0600

Central Illinois Service Center

262 W Prairie Ave Decatur, IL 62523 217.429.2326 OR 800.416.2328

Ritter Service Center

3000 Gordonville Road Cape Girardeau MO 63703 Herrin IL 62948 573.335.3346 OR 800.335.3346

Southern IL Service Center

803 East Herrin St 618.942.4863 OR 888.942.4863





4568 West Pine Blvd. St. Louis, MO 63108-2193 Phone: 314-361-0600 or 800-392-0895 www.stlbsa.org www.stlbsa.org/coffee-fundraiser/