

# Biscuit News

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## Welcome to Biscuit News!

This is our first newsletter all about biscuits to let you know everything about our 2018 Girl Guide biscuit campaign.

In the newsletters we will be giving you the latest news and information in the lead up to our selling season starting in May and our designated National Girl Guide Biscuit Day, Saturday 26 May 2018.

## 2018 Girl Guide Biscuits

Our Girl Guide biscuit range for 2018 is:

## Our Diamond Anniversary

Girl Guide biscuits have now been sold nationally in Australia for 60 years. This is an amazing achievement and calls for a huge celebration. In honour of this milestone we are recognising 2018 as our **Girl Guide Biscuit Diamond Anniversary**.

A special Girl Guide Biscuit Diamond Anniversary badge and logo has been designed for the 2018 Biscuit Campaign to commemorate the many years of fundraising undertaken by Leaders and Girl Guides.



**\$3.50** RRP

Traditional Vanilla Biscuit  
(20 IN A CARTON)

**\$3.50** RRP

Mini Choc Chip Biscuit  
(12 IN A CARTON)



**\$4.00** RRP

Gluten Free  
Butter Shortbread  
(32 IN A CARTON)



# Sales Resource Kit

A Diamond Anniversary Girl Guide Biscuit e-tool resource kit is being developed for use by all Leaders and Guides to assist in biscuit sales.

The e-tool kit will consist of:

- 2018 – Be Biscuit Ready, an information guide to the 2018 biscuit campaign
- Pre-order form – designed to help you sell before May
- Letterbox flyers – letting people know when you will be selling in their street
- Calling Cards – letting people know that they popped around but missed them and how to contact you
- Biscuits Available – a flyer for where you are selling biscuits
- Available Now - A4 biscuit poster
- It's Biscuit Time - A4 biscuit poster
- Recipe Sheets – printable Girl Guide biscuit recipe sheets to give out to people buying biscuits
- Sales Tips and Hints - suggestions on how to increase your sales from fellow Guides
- FAQs sheet – all about the biscuits
- Thank you certificate – for business who have supported the biscuit campaign

All this and more will be available to download from the Leader's password protected area of the Girl Guides Australia website by the start of March.

# Delivery Advice

We will advise you of the proposed delivery dates for all States once they have been confirmed by our Girl Guide biscuit manufacturer. The delivery advice sheet on how to monitor your delivery will be uploaded to the website with the e-tool resource kit by the start of March.

**IMPORTANT:** Any changes to delivery contact details (mobile numbers and addresses) need to be sent to your State Biscuit Coordinator **no later than Monday 26 February.**

# Supplier Name Change

Last year Modern Baking Company, our supplier was bought out by an Australian manufacturing company and is changing its name to Embassy Baking.

Everything apart from the name remains the same but you may notice 'Embassy Baking' on some of the biscuit packaging.

## Share your sales tips ...

If you have any hints and tips to help your Guiding community in their Girl Guide biscuit sales, please email them to [louise@girlguides.org.au](mailto:louise@girlguides.org.au) and we will add your suggestions to the online 'Sales Tips and Hints'.

# Girl Guide biscuits bringing a smile to our Girl Guides



Look out for our next issue ... more information coming.