

The POPCORN PRESS

ALAMO AREA COUNCIL



OUR PARTNER

Trail's End

WELCOME TO THE 2026 POPCORN SEASON!



This year marks an exciting new chapter as Alamo Area Council partners with Trail's End. We know change brings questions, and our goal is to make this transition as smooth and successful as possible.

Throughout the sale we'll share tips, deadlines, training opportunities, and resources to help every unit have its best popcorn season yet.

Let's make 2026 our biggest adventure yet!



WE NEED YOUR INPUT!

Help us plan ahead to support your unit. Your responses guide pick-up times, locations, trainings and more.

2026 POPCORN PLANNING SURVEY

SCAN ME!



<https://forms.gle/6Mu3SFbyutg3gRdk6>

UNIT COMMISSION STRUCTURE

TRADITIONAL (IN-PERSON) SALES EARN UP TO 40% COMMISSION!

- 30%** Base Commission
- +5%** Attend AAC Training & pass Kernel Test
- +2%** Sell \$10,000+
- +3%** Returns less than or equal to Heroes & Helpers Donations entered in the app

MAX TOTAL COMMISSION 40%

ONLINE SALES ONLY

35% Flat Commission

(Does not include bonus opportunities)



Payment Deadline Reminder:
Final payment must be submitted by **December 2, 2026** to avoid a 5% commission penalty.

KEY DATES AT A GLANCE

JULY	JULY 9	Training #1 (6:30 - 8:30 PM)
	JULY 12	Promotional Item Deadline
	JULY 19	Training #2 (1:00 - 3:00 PM)
AUGUST	AUG 2	EXPO - Pick up Promo Items (3:00 - 5:00 PM)
	AUG 2	Initial Show & Sell Orders DUE (8:00 PM)
	AUG 8	Scout Popcorn Kickoff (9:00 AM - NOON)
	AUG 12-14	Initial Popcorn Pick-Up (1:00 - 6:00 PM)
NOVEMBER	NOV 4	Council Prizes DUE (10:59 PM) <i>Final day for sales to count toward prizes & rankings</i>
DECEMBER	DEC 31	Last day to earn Trail's End Rewards

One unit leader must attend one training to earn an extra 5% commission! Q&A with Trail's End staff!

Units must register with Trail's End and complete the Onboarding questions by July 12th to receive the promotional items.

submitted through the Council Online Prize Submission Form
Council prizes; \$50 patch, \$800 seller t-shirt sizes, Top Sellers Spin & Win party.

Popcorn can be sold after Nov 4th, Scouts can continue to earn Trail's End Rewards through Dec 31st.

★ More important dates and details coming in future updates!

WHY YOU'LL LOVE THE TRAIL'S END APP



EASY DIGITAL PAYMENTS

Trail's End covers all Credit Card Processing.



ONLINE DIRECT SALES

Scouts can easily share a virtual store link. Customers pay online, and products are shipped directly to their homes with no inventory to carry.



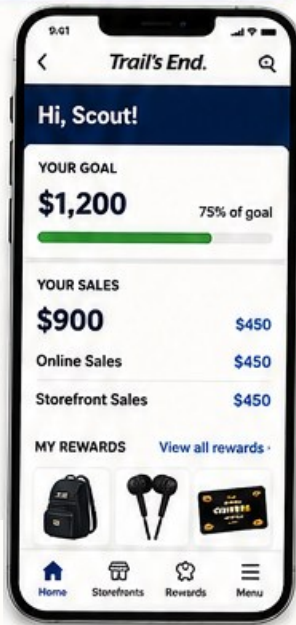
STORE FRONT SCHEDULING

Scouts can easily view and sign up for storefront selling shifts directly on the app. Trail's End staff secure storefronts in high-traffic locations.



GOAL TRACKING & REWARDS

Scouts can log sales, monitor their progress toward reward goals, and claim e-gift cards once orders are submitted.



NEW TO TRAIL'S END?

Helpful links from Trail's End (not our council)



REGISTER YOUR UNIT

Trail's End Unit Registration



JOIN THE TRAIL'S END FACEBOOK GROUP

Trail's End Facebook Group



GET THE SUPPORT YOU NEED

Trail's End Support Center



2026 POPCORN FLAVORS

FOUR \$20 PRODUCTS*

DESIGNED TO INCREASE CONSUMER PURCHASES!
SIMPLIFIES SALE FOR SCOUTS, LEADERS, AND CONSUMERS!

\$20



SEA SALT POPCORN

New
• Delicious and made with just the right amount of salt
• 12.5 cups | 5oz

\$20



WHITE CHEDDAR POPCORN

• Savory and made with real cheese
• 16.5 cups | 6oz

\$20



SALTED CARAMEL CORN

• Rich caramel with just the right amount of salt
• 5 cups | 1oz

\$20



SWEET & SALTY KETTLE CORN

• Light, crispy texture
• Only 4 ingredients
• 7.5 cups | 4.5oz

\$25



MICROWAVE BUTTER POPCORN

• Just the right snack for movie night
• 12 microwave bags

UNIT LEADER MATERIALS

- Trail's End Rewards
- Leader and Parent Guides
- Kickoff Training Video
- Live Q&A Sessions with Trail's End® Support
- Scout and Parent Storefronts Training videos



DID YOU KNOW?

All donations marked for Heroes & Helpers must be entered under the appropriate dollar amount as Military Donations in the "Heroes and Helpers" category.



QUESTIONS?

We're here to help!
Visit our website or reach out to your District Kernel for support.



POPCORN PANTRIES – DISTRIBUTION INFORMATION

Distribution plans continue to be refined based on unit survey feedback. Final locations, days and hours may be updated before the sale begins.



CONFIRMED DISTRIBUTION CENTER

WARD DISTRIBUTION CENTER
17275 Green Mountain Rd,
San Antonio, TX 78247

INITIAL PICKUPS:
August 12-14, 1:00 PM - 6:00 PM
Wed-Fri

WEEKLY PICKUPS:
Thursdays, 1:00 PM - 6:00 PM

ADDITIONAL DISTRIBUTION LOCATIONS

We're evaluating additional pantry locations based on unit needs and survey responses.



POTENTIAL LOCATION



McGimsey Scout Park Sports Court
10810 Wedgewood Dr.
Castle Hills, TX 78213

Weekly Pickups (Tentative):
Wednesdays, 9:00 AM - 12:00 PM



POTENTIAL LOCATION



Boerne Distribution
120 Pfeiffer Rd.
Boerne, TX 78006

Schedule to be determined based on survey results.

YOUR FEEDBACK SHAPES OUR PLAN!

Please complete the survey so we can make this season the best ever for your unit!



SCOUTS SHOW UP, MAKE THE ASK, BUILD CONFIDENCE, AND WORK TOWARD THEIR GOAL. YOU SPEND LESS TIME COORDINATING THE FUNDRAISER AND MORE TIME LEADING THE PROGRAM.