



How Much Show-n-Sell Should Our Unit Order?

This is the number one question we are asked at the beginning of each sale. The answer depends on how many hours you have arranged to conduct Show-n-Sell sales.

How many Show and Sell hours are you planning to sell? The average unit in or council sells approximately \$100 per hour at a Show-n-Sell location. This can fluctuate depending on the product you are selling and the experience level of the Scouts who are selling. Use the guideline of \$100 per hour and you should get a relatively accurate place to start.

Here is a breakdown of average percentage of Show-n-Sell orders in containers over the last five years:

Item	Percentage of the Sale
Collections – Chocolate Lover’s, Cheese Lovers	2%
Chocolate Caramel Crunch Tin	6%
Large Premium Caramel Corn	9%
Microwave Popcorn – Butter & Kettle	Butter 15% - Kettle 5%
White Cheddar Cheese	10%
Small Classic Caramel Corn	36%
NEW Salted Caramel Corn	6%
Popping Corn	5%
White Chocolate Pretzels	6%

Use the above chart as a guide only when preparing your Show-n-Sell Order. While there will be many variables that could effect your sale, this guide should ensure you have adequate product.

If you need additional assistance or have questions about your order contact us at popcorn@ktc-bsa.org. We’ll be happy to help!