

## GirlGuiding New Zealand – Biscuit Sale October 2019 FAQs

### Q. Why are biscuits back?

A. Due to interest in this well-loved product, GirlGuiding NZ's longstanding partner, The Griffin's Food Company, has worked with Countdown over the last six months to consider how Guide biscuits could continue to be made available to the New Zealand public. Countdown supermarkets will sell a limited stock in October 2019.

### Q. Why are they now in supermarkets?

A. Having biscuits sold by a third party enables GirlGuiding NZ to focus on the delivery of its core programmes and activities to girls and young women while still being provided with essential funds that support us develop girls into confident, adventurous and empowered young women.

### Q. Why is GirlGuiding NZ no longer selling biscuits themselves?

A. While Guide biscuits had been a huge part of GirlGuiding NZ's culture for more than 60 years, we decided to stop selling biscuits through our members so that we can focus on our core purpose and activities. This decision has freed up hours of volunteer time which has enabled us to provide more opportunities to girls and young women.

### Q. Will biscuits be available every year in supermarkets?

A. Currently there is no commitment to sell biscuits year-on-year. The appetite for and feasibility of ongoing in-store sales is yet to be determined.

### Q. Which biscuits are back?

A. The Original biscuit only. These have traditionally been the most popular. If there's demand, then other flavours may be considered in the future.

### Q. How does GirlGuiding NZ benefit from this?

A. Thanks to the support of Countdown and Griffin's, \$1 from each packet sold will be donated to GirlGuiding NZ. Such support is essential as GirlGuiding NZ is a charity, which is not fully funded by fees. This opportunity enables us to benefit from the sale of this iconic item without being distracted from our core purpose of developing girls and young women and helping them reach their potential.

### Q. How do Griffins and Countdown benefit?

A. Griffins and Countdown are generously creating and selling a product that the New Zealand public has a deep connection to. Aside from being able to give the public something they have said they want, they are also enabling many more girls to access GirlGuiding programmes and become the leaders of tomorrow.

### Q. Will they taste the same?

A. The recipe hasn't changed, it's still the Kiwi favourite people know and love.

### Q. Where can people buy biscuits from?

A. Any Countdown, SuperValue or Fresh Choice throughout New Zealand.

### Q. Can people order them online?

A. Yes, they can be ordered online at Countdown - <https://shop.countdown.co.nz/shop/girlguidebiscuits>

### Q. Are there a maximum quantity people can buy?

A. No.

### Q. What if they sell out?

A. The stock will be a limited production, so get in early!