

Raspberry Rally FAQs

Provided by ABC Bakers - February 16, 2023

Why didn't ABC just adjust the orders to remove Raspberry Rally and refund only that portion to consumers? Due to limitations within the Smart Cookies Direct Ship site, ABC is not able to fulfill partial orders. In light of this limitation, the only option was to cancel and refund all oversold orders of Raspberry Rally cookies, including any orders that contained both Raspberry Rally cookies and additional flavors.

How did ABC determine which orders to cancel? Orders that were in backorder status within our system that included Raspberry Rally Cookies had to be canceled and refunded. Notices were sent to consumers as well as a follow up email encouraging them to reorder any or all of the other nine flavors.

Why did cancellation notices go to customers before you sent any communication to councils? The process to cancel and refund consumers was an automated process that took several hours. Some consumers received alerts prior to councils being notified the same day. ABC sincerely apologizes for this timing error.

Will there be more Raspberry Rally cookies available this season at a later date? There will be a very limited quantity available on March 4 that will sell out quickly. Then ABC will be sold out for the season.

Is there any possibility of baking more cookies to fill orders? No. ABC has produced the entire order of cases of Raspberry Rallies per our seasonal plan that was communicated to councils in June 2022. In addition, we were able to produce additional cases over and above our commitment. We cannot produce more at this time, as we do not have unique materials and packaging. The lead times on special flavors, colors and packaging are too long to produce in time for the remainder of this season.

Is there any compensation you can offer customers who had an order cancelled – for instance a coupon for free shipping? No, we are not able to offer free shipping or coupons.

Is there any possibility you could limit the sales of RR to a very few councils who start online selling later in the season? No, our system capabilities are limited and cannot allocate cookies per council or turn items on/off per council. Every council has the same storefront.

When will the Dashboard reflect the refunds for the council, Service Unit, Troops and girls? The impacted orders will be cleared from Smart Cookies by midnight tomorrow, February 16.

Will all reports in Smart Cookies be updated—girl totals, troop and girl balance summaries, girl manage order reports, etc.? Yes

I have heard rumors that orders that did not contain Raspberry Rally were cancelled as well. Is that true? We have reviewed our database and all orders that were cancelled and refunded yesterday had at least one package of Raspberry Rally on the order. We have not been provided any other order numbers to track specific instances of this happening. However,

if you encounter this situation, please provide the order number to your ABC contact so we can promptly investigate.

Is ABC going to run out of other flavors? Based on the current forecast, ABC has ample inventory to support the other nine flavors. Raspberry Rally was a unique roll out with pre-planned production quantities.