

SPRING / SUMMER SS25 TRADE CATALOGUE





Welcome

The Yankee Candle® brand helps create that special ambiance for savouring moments and making memories together.

Our in-house fragrance experts have found new and innovative ways for your consumers to do just that. They have explored consumer insights and key trends to bring to life, inspiring our new fragrance collections that your consumers are sure to love.

Product Focus

NEW Seasonal Spring / Summer Collection - Hello, Italy!

Inspired by Italy's breathtaking landscapes, history-rich cities, and mouthwatering flavours, the Yankee Candle® Hello, Italy!

Collection brings the perfect escape right into their home.

NEW Gift Sets

Discover our latest gifting collection, thoughtfully created to provide your customers with the ideal gift sets for the season.







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YANKEE CANDLE®

On a cold December night in Massachusetts, Mike Kittredge, a 16-year-old boy, sat at his family's kitchen table. Christmas was just around the corner and he did not have any money to buy a gift for his mother. Fortunately, his desperation led to inspiration. He decided to make a candle for his mother because it would be a completely unique and personal gift, something she would really appreciate.



"He knew she was a little nostalgic and that memories and emotions were important to her."

So he created a simple candle from everyday materials he found there in the kitchen, consisting of household wax, a red crayon, some string for a wick and a milk carton for the mould. A neighbour happened to see the candle before he could give it to his mother and was so impressed, she convinced him to sell it to her. With his new-found wealth, the teenager bought enough materials to make two new candles, one for his mother and another to sell.

Our **Philosophy**



AUTHENTIC FRAGRANCES

We have been sharing our passion for fragrance with the world since 1969. Authenticity leads everything that we create – it's important that every fragrance we launch is true-to-life and realistic to the experience that inspired it.



THOROUGH TESTING AND QUALITY CONTROL

Master perfumers develop Yankee Candle® fragrances for consistent and satisfying performance across all of our products. Our candles are made by master chandlers (candlemakers) and each candle is a complex system of custom blended wax, a specifically selected wick, and carefully crafted fragrance. Each and every fragrance, from our home fragrance products to our candles, is rigorously screened, reviewed, and tested by our team of experts to achieve a strong fragrance and quality experience.



MADE WITH QUALITY INGREDIENTS

All of our Yankee Candle® products are produced at our in-house production facilities in the US and Europe or at carefully selected global partners, with quality ingredients from around the world. Our master candlemakers maintain high standards, commitment, and craftsmanship.

Evolution of the Yankee Candle® jar

Our brand has evolved over the past 50 years in order to stay relevant with our loyal consumers and to also attract new users.



1974
Apothecary jar launched

Mike Kittredge has the very big idea of adding fragrance to apothecary jar candles.



1980s
Country Kitchen label

Yankee branding and 'Country Kitchen' style label is in use creating traditional Americana brand image.



1995

Photo label introduced

Branded Housewarmer® jars

Branded Housewarmer® jars are introduced with labels featuring photography.
The candles are promoted as consumable giftware.



2019 Refreshed photo label

Updated the EMEA Yankee Candle® labels and packaging incorporating the new logo.



2016

Vertical photo label

Launched for the US market. Updated Yankee Candle® logo introduced in US.



2006

Photo label refined

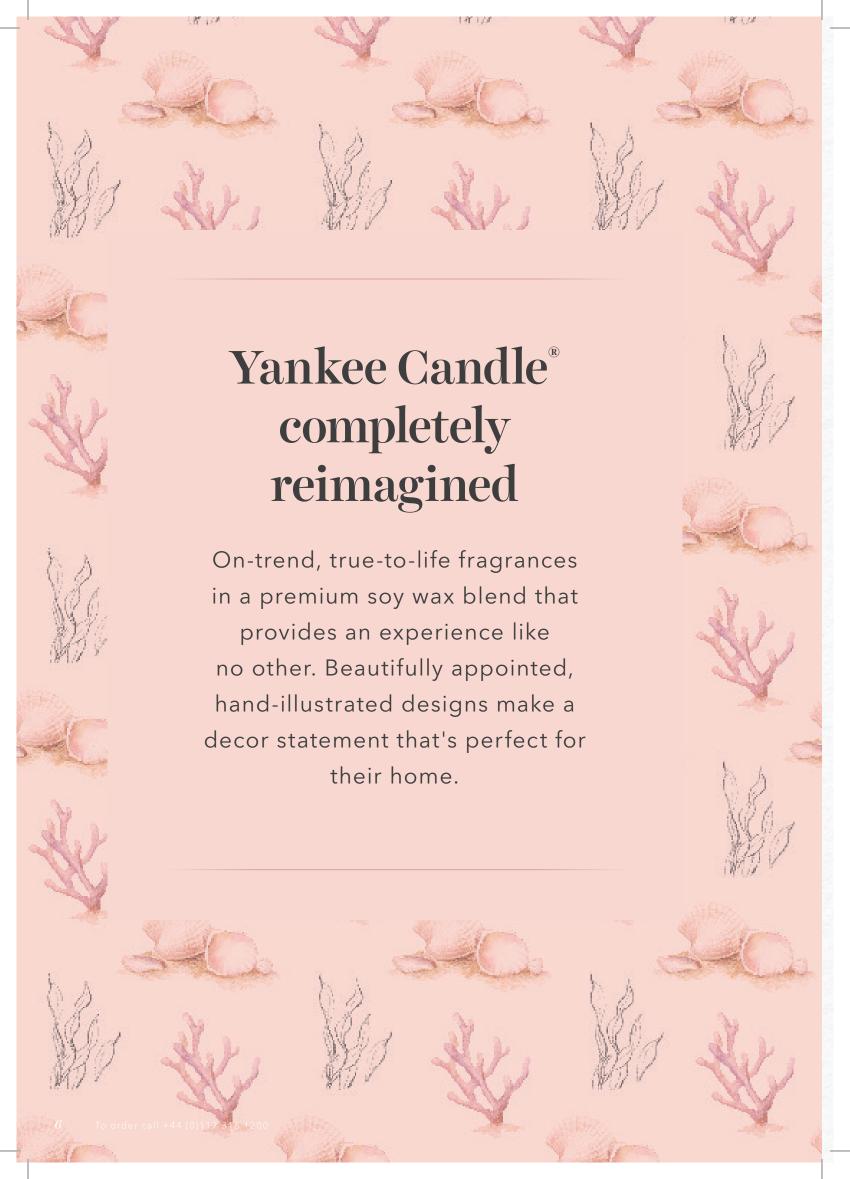
Yankee Candle® replaces Yankee Housewarmer®. Stripes are replaced with gold borders and "accents".



Now

 $Yankee\ Candle {\tt @}\ reimagined.$

Modernising our line up to capture new and existing shoppers with high quality candles that reflect decor and ambiance needs.



SIGNATURE

Offer your consumers a way to experience on-trend fragrances and their tried-and-true favourites in a beautiful candle that reflects their signature style. Our latest designs, optimised fragrance formulas, and a premium soy-wax blend make it even easier to create just the right atmosphere for their welcoming home.



CONTEMPORARY DESIGN

Modern and elegant jar design

MULTI-WICK

100% natural fibres enhance ambience and fragrance experience

SOY BLEND WAX MIX

Vibrant colour and even burn

INSPIRING FRAGRANCES

Tried-and-true and on-trend scents

DECORATIVE LABELS

Hand illustrated fragrance imagery on label



While we want to win the season with our seasonal fragrance drops, we also have a hugely compelling core set of fragrances that are loved all over the world! These fragrances have broad consumer appeal, are standout winners in olfactory categories and are relevant to key sales periods across the year. As our top tier scents, the priority fragrances are available across key wax and home fragrance forms in the portfolio. These fragrances are "must list" for building a strong foundation for your Yankee Candle assortment.

$All\ year\ round\ fragrances$



Clean Cotton®

A fragrance as fresh as sun-dried cotton sheets blowing in the wind, enhanced by a hint of white flowers and lemon



Black Cherry

A fruity fragrance that absolutely captures the delicious sweetness of rich, ripe black cherries.



Black Coconut

Scents of rich coconut, cedarwood and island blossoms promise an evening of luxurious tranquillity



Fresh Cut Roses

A pleasantly intoxicating scent - like an English garden full of fragrant roses



Lemon Lavender

Clean and inviting ... a powdery fresh blend of tangy lemon citrus and sweet lavender flowers



Midsummer's Night®

An intoxicating and masculine blend of musk, patchouli, sage and mahogany cologne



Pink Sands

It's an exotic island escape in the beautiful mix of bright citrus, sweet florals and spicy vanilla



Sage & Citrus

A blend of earthy sage notes, mingled with notes of luxurious talc and lemonlime to create a natural harmony.

Festive fragrances



Christmas Cookie

Buttery rich, vanilla scented, holiday sugar cookies



Christmas Eve

Traditional holiday scents of a warm hearth, sugared plums, and candied fruits

YANKEE CANDLE® HELLO, ITALY!

COLLECTION



NEW

INSPIRED BY ITALY'S BREATHTAKING LANDSCAPES, HISTORY-RICH CITIES AND MOUTHWATERING FLAVOURS,

The Hello, Italy! Collection will take you on an adventure through one of the world's most beautiful countries by way of captivating and timeless fragrances.





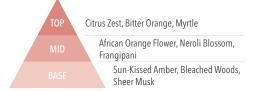






CAPRI GIOW

Indulge in a sun-tanned beach glow with this yummy scent. Notes of sun-kissed amber, frangipani and citrus zest create a creamy yet sweet summer scent.





OUVE & CYPRESS

Stroll through Tuscany's magnificent forests, surrounded by the captivating fragrances of olive trees, rosemary, and lush cypress.

	ТОР	Olive, Pink Peppercorn, Rosemary
	MID	Avocado, Coriander, Fennel
A		Amber, Moss, Vetiver, Cypress



AZURE SKY

Let the waves crash on your feet as you stroll along the sunny Italian coast. Tidal marine notes mingled with fresh mango, sweet coconut cream, and solar tuberose.

ТОР	Ora	ange, Mango, Pineapple
		Tuberose, Rose, Coconut Cream, Sea Salt
		Vanilla, Amber, Tropical Musk



IEMON GELATO

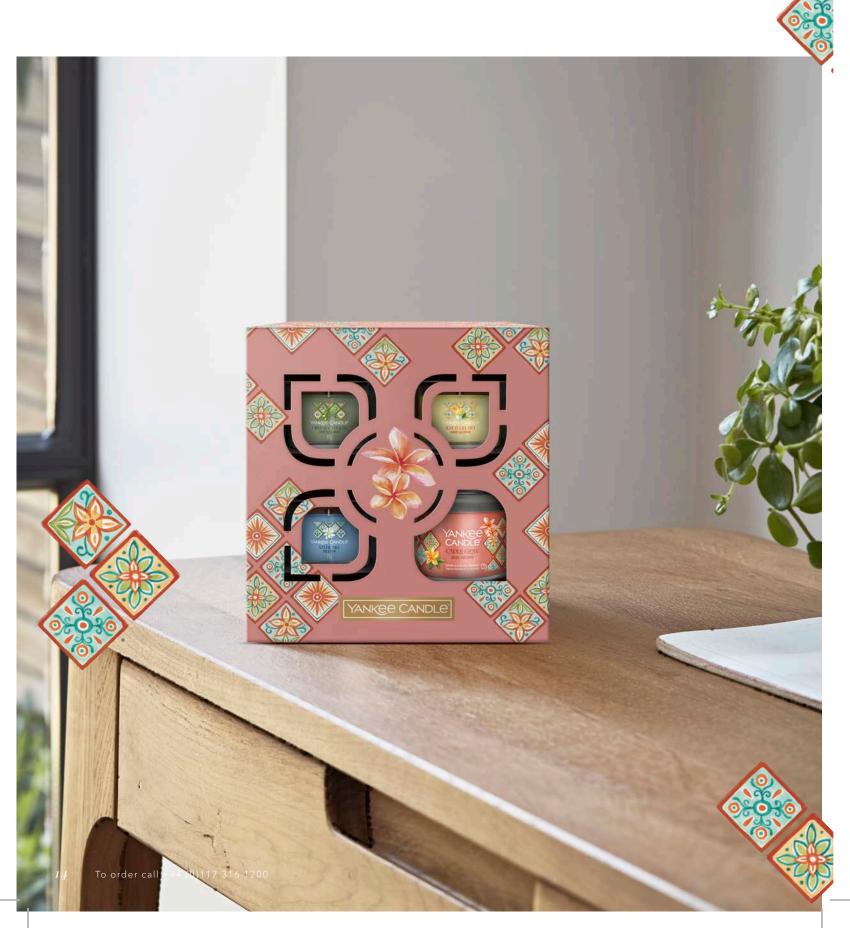
Cool down during a hot afternoon with a stop at the gelato shop, where fizzy fruits & icy sweets tantalize your senses.

	Iced Lemon, Lime, Black Currant
	Strawberry, Marshmallow, Blackberry
	Vanilla, Ice Cream, Musky Woods

Formats Available:

*Forms available in Hero fragrance only







NEW

CAPTURE THE BEAUTY OF ITALY, WITH GIFTSETS INSPIRED BY THE HELLO, ITALY! COLLECTION.

Present a selection of gifts including fragrances that celebrate the beauty of Italy and all it has to offer! With warm, evocative fragrances, these gift sets are perfect for your customers' spring gifting needs. The pairing of perfect scents with beautifully decorated packaging is sure to catch their eye.

IDEAL EVERY DAY GIFTING



3 Mini Filled Votive Gift Set

Includes: 1 x Azure Sky Mini Filled Votive Candle 1 x Capri Glow Mini Filled Votive Candle 1 x Lemon Gelato Mini Filled Votive Candle SKU: 2650353E

PERFECT THANK YOU **GIFT**



6 Mini Filled Votive Gift Set

Includes:

1 x Capri Glow Mini Filled Votive Candle 1 x Azure Sky Mini Filled Votive Candle 1 x Lemon Gelato Mini Filled Votive Candle 1 x Olive & Cypress Mini Filled Votive Candle 1 x Midnight Jasmine Mini Filled Votive Candle 1 x Clean Cotton® Mini Filled Votive Candle

SKU: 2650350E

NEW HOME **GIFT**



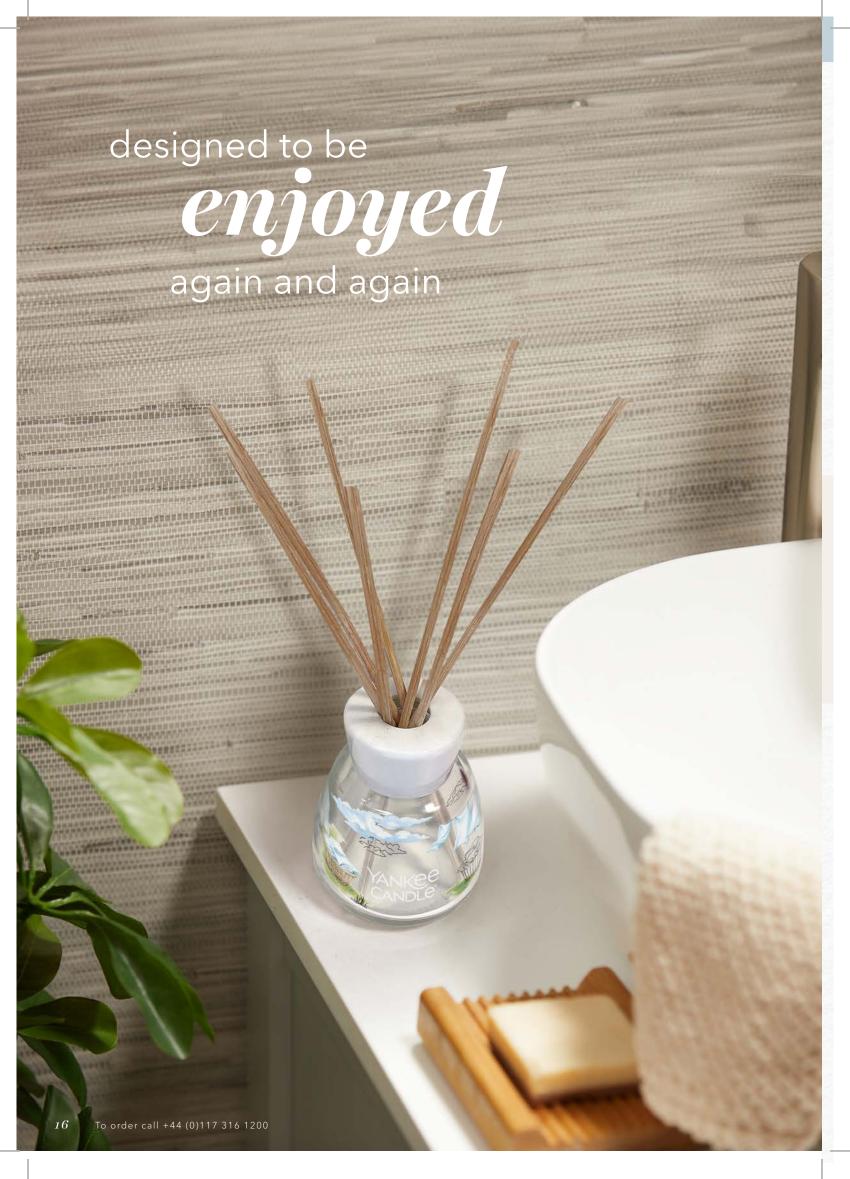
Small Tumbler and 3 Mini Filled Votive Gift Set

Includes:

1 x Capri Glow Small Signature Tumbler Candle 1 x Azure Sky Mini Filled Votive Candle 1 x Lemon Gelato Mini Filled Votive Candle 1 x Olive & Cypress Mini Filled Votive Candle SKU: 2650352E







Yankee Candle® Signature Reed Diffusers

The beautifully styled diffuser showcases hand illustrated designs to complement any décor and is designed to be enjoyed again and again. The Signature Reed Diffusers are available in a selection of true-to-life fragrances including Wild Orchid, Ocean Air, Clean Cotton®, Pink Sands and Black Cherry.

Expertly crafted with essential oils, the all-natural rattan reeds diffuse fragrance for up to six weeks - ensuring the home is filled consistently with beautiful fragrance throughout.

For added convenience, the 200ml Refill Bottle and Reed Refills, contain enough fragrance and Reeds to refill the re-usable 100ml glass vessel twice for repeat enjoyment - allowing the diffuser to be used over and over again.

For inviting scent and thoughtful decoration, Yankee Candle® Signature Reed Diffuser is the perfect finishing touch to any space. Plus, they also make a perfect gift for loved ones!









On-trend, best loved fragrances



Hand-illustrated labels



Décor friendly vessel design



Recyclable packaging*



Refill bottle (2 x vessel size)

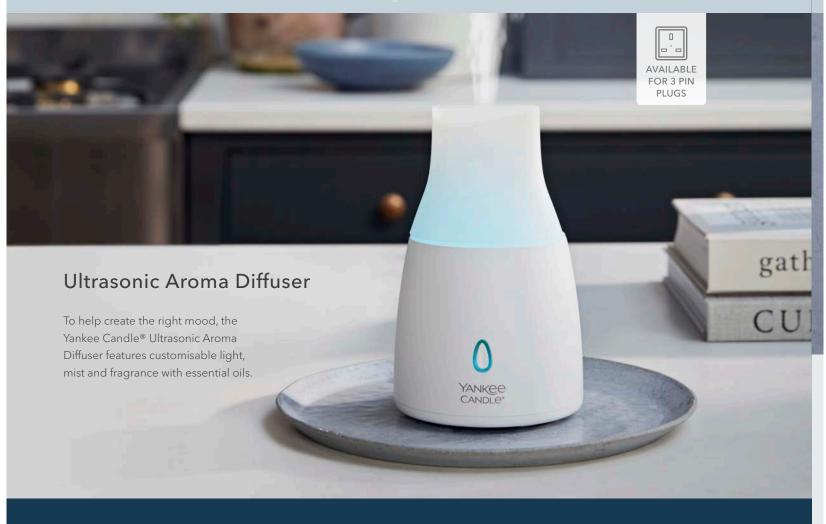
*excludes lid and seal. Refill sold separately.

Signature Reed Diffusers and Refills are available in these fragrances:

	REED DIFFUSER	REFILL
☐ Clean Cotton®	1745742E	1745726E
☐ Midnight Jasmine	1745731E	1745744E
Iced Berry Lemonade	1745750E	1745740E
■ Amber & Sandalwood	1745720E	1745753E
■ Black Cherry	1745716E	1745756E
■ Pink Sands	1745723E	1745747E
■ Wild Orchid	1745724E	1745738E
■ Midsummer's Night®	1745757E	1745759E
■ Bayside Cedar	1745755E	1745739E
Ocean Air	1745722E	1745736E



Reed Diffuser Sticks SKU: 1745732E





10 Colour LED lights create added ambience



4 Hours of continuous mist



100ml Water capacity



Automatic shut-off timer



Quiet operation

Just 5 to 7 drops from the Yankee Candle® Aroma Diffuser Oils provides up to 8 hours* of fragranced mist. For extra ambiance, the diffuser lights up and has ten colours available. The colours can be set to cycle or a preferred colour can be selected to create the perfect atmosphere. The auto switch off feature allows for worry-free relaxation.

10ml refills are available in these fragrances

Clean Cotton®	SKU:1631927E
Midnight Jasmine	SKU:1631926E
■ Pink Sands	SKU:1631934E
■ Black Cherry	SKU:1631931E
Lemon Lavender	SKU:1631929E

^{*4} hours of continuous mist/8 hours of intermittent mist.



Ultrasonic Aroma Diffuser Starter Kit -Black Cherry SKU: 1631925E



The Yankee Candle® ScentPlug Collection is perfect for everyone! It has tasteful base designs and a variety of refills which bring consistent and room filling true-to-life fragrance to any home.

Providing up to 30 days of authentic Yankee Candle® fragrance, with 3 intensity settings for a customisable experience, the Yankee Candle® ScentPlug is ready to fragrance any room.



DÉCOR SCENTPLUG BASES

Home Fragrance with choice and colour! Plug-in bases provide a neutral offering for integration into the home with easy to change scents for always on fragrance.



Organic SKU:1629332E



Faceted SKU:1629329E

ScentPlug Starter Kits UK:

Organic Pattern Starter Kit Clean Cotton®	SKU:1723619E
Organic Pattern Starter Kit Pink Sands	SKU:1723613E
Organic Pattern Starter Kit Black Cherry	SKU:1629344E

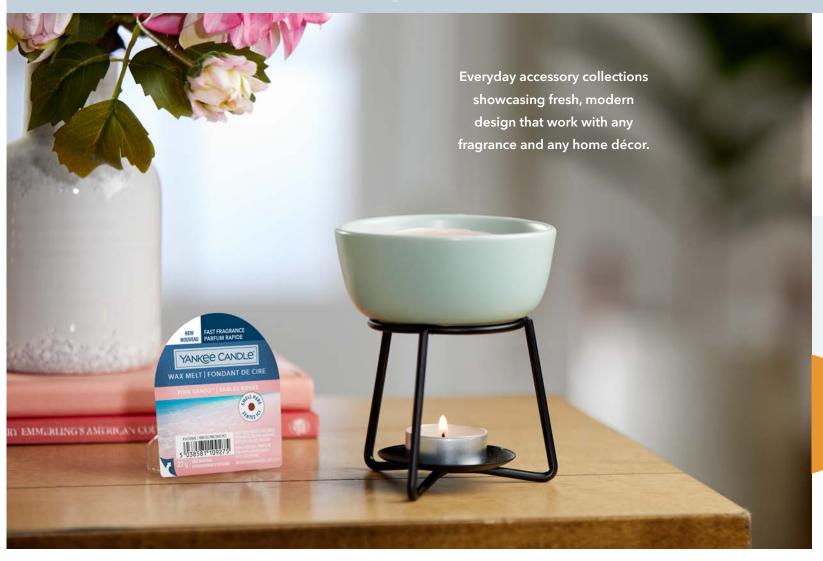






Twin-pack fragrance refills are available in these fragrances:

Clean Cotton®	SKU:1723617E
☐ Midnight Jasmine	SKU:1629321E
■ Amber & Sandalwood	SKU:1633667E
■ Pink Sands	SKU:1723614E
■ Cinnamon Stick	SKU:1629317E
■ Red Raspberry	SKU:1629324E
■ Black Cherry	SKU:1629315E
■ Wild Orchid	SKU:1633224E
■ Lemon Lavender	SKU:1629320E
■ Black Coconut	SKU:1629316E
■ Midsummer's Night®	SKU:1629322E
■ Vanilla Lime	SKU:1629325E
■ Bayside Cedar	SKU:1633216E



EVERYDAY MELT WARMERS

Available in a range of styles to fit every season and design, these Melt Warmers let you enjoy the exceptional fragrances of our Wax Melts warmed by an unscented tea light candle. Perfect for trialling new scents in a small form and helping your customers to find their new favourite fragrance.



Spa Blue h123 x w100 x d100mm | SKU:1663050E

Pebble Melt Warmer -Pebble Melt Warmer -



Pure Cashmere

h123 x w100 x d100mm | SKU:1663053E



Pebble Melt Warmer - Grey Lilac

h123 x w100 x d100mm | SKU:1663052E

ELECTRIC WAX MELT WARMER

This electric warmer lets you enjoy the exceptional fragrancing of our wax melts.



Kensington Electric Wax Warmer Reactive Glaze (UK)

h115 x w90 x d90mm SKU:1615763

WAX MELTS

Yankee Candle® Wax Melts create a relaxing feeling of home for your consumers and their families. With easy-to-open packaging and our wax formula, enjoy room-filling fragrance even more quickly*.

Simply place a Wax Melt into a Yankee Candle® wax warmer, and enjoy true-to-life Yankee Candle® fragrance in minutes. Yankee Candle® Wax Melts are available in a wide variety of our most loved fragrances.

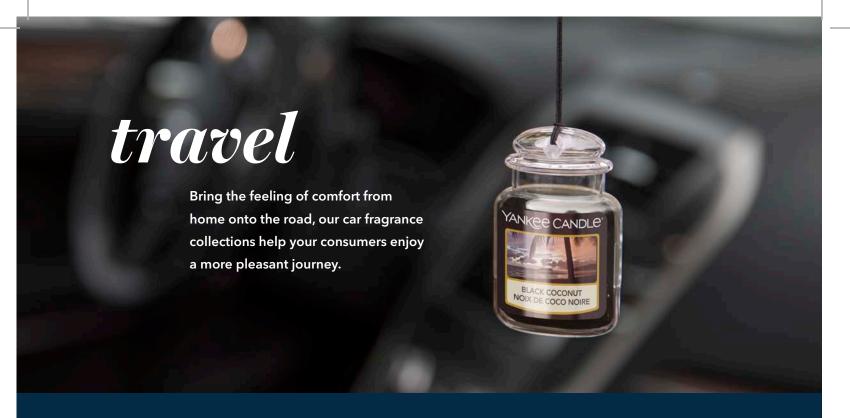


- Yankee Candle® Wax Melts melt quickly for up to 8 hours of room-filling fragrance
- Two-sided shape fits perfectly in all electric and non-electric wax warmers
- Available in 52 Yankee Candle® fragrances
- Easy-to-open recyclable PET packaging

Available in a range of favourite Yankee Candle® fragrances:

Constant Donals		CVII. 1/227225
Coconut Beach		SKU: 1632730E
Clean Cotton®		SKU: 1676079E
Soft Blanket		SKU: 1676087E
Midnight Jasmine		SKU: 1676082E
White Gardenia		SKU: 1632729E
☐ White Spruce & Grapefruit	Festive	SKU: 1633236E
☐ Magical Bright Lights	Festive	SKU: 1744608E
Smoked Vanilla & Cashmere		SKU: 1633240E
Woodland Weekend Memories		SKU: 1761018E
A Calm & Quiet Place		SKU: 1676098E
Iced Berry Lemonade		SKU: 1633250E
Vanilla Cupcake		SKU: 1676089E
Soft Wool & Amber		SKU: 1719396E
Christmas Cookie	Festive	SKU: 1676076E
Vanilla Crème Brûlée		SKU: 1633251E
■ Warm Cashmere		SKU: 1676091E
Afternoon Scrapbooking		SKU: 1761014E
Amber & Sandalwood		SKU: 1633235E
Mango Ice Cream		SKU: 1632520E
Pumpkin Cinnamon Swirl		SKU: 1761016E
Cinnamon Stick		SKU: 1676078E
Autumn Daydream		SKU: 1742163E
■ Black Cherry		SKU: 1676073E
Christmas Eve	Festive	SKU: 1676077E
■ Sparkling Cinnamon	Festive	SKU: 1676088E
Red Apple Wreath	Festive	SKU: 1676085E

Red Raspberry		SKU: 1676086
Sparkling Winterberry	Festive	SKU: 1744607
Art In The Park		SKU: 1728828
■ Wild Orchid		SKU: 1633237
Fresh Cut Roses		SKU: 1676097
Pink Sands		SKU: 1676084
Desert Blooms		SKU: 1750737
■ Watercolour Skies		SKU: 1729293
Pink Cherry & Vanilla		SKU: 1633257
Lilac Blossoms		SKU: 1632731
Lemon Lavender		SKU: 1676095
■ Black Tea & Lemon		SKU: 1633252
■ Vanilla Bean Espresso		SKU: 1632732
■ Stargazing		SKU: 1750732
Ocean Air		SKU: 1633242
■ Bayside Cedar		SKU: 1633256
North Pole Hideaway	Festive	SKU: 1761017
■ Lakefront Lodge		SKU: 1633246
■ Midsummer's Night®		SKU: 1676083
■ Black Coconut		SKU: 1676074
■ Silver Sage & Pine	Festive	SKU: 1633253
Sage & Citrus		SKU: 1632734
■ Vanilla Lime		SKU: 1676090
Cucumber Mint Cooler		SKU: 1728835
Aloe & Agave		SKU: 1750735
■ Shimmering Christmas Tree	Festive	SKU: 1742162





CAR JAR*

Fragrance that goes everywhere! Great for cars and small spaces at home. Available in popular Yankee Candle* fragrances.



CAR JAR® ULTIMATE

Neutralise odours and freshen the air in vehicles and small spaces, such as gym lockers and pet areas, with the Car Jar* Ultimate.

Each Car Jar* Ultimate provides up to 4 weeks of continuous fragrance.



3 PACK CAR JAR*

Keep your car smelling great inside with authentic, true-to-life Yankee Candle* fragrances. Try it in small spaces at home too!



CAR VENT STICK

Great Yankee Candle* fragrance on-the-go! Works in vehicles to neutralise odours and freshen air with Yankee Candle* fragrances. Fastens securely to vehicle dash vents.

	CAR JAR®	CAR JAR® ULTIMATE	3 PACK CAR JAR	CAR VENT STICK
Clean Cotton®	SKU:1020639E	SKU:1220878E	SKU:1114305E	SKU:1194395E
Soft Blanket	SKU:1723599E	SKU:1521593E		
Midnight Jasmine	SKU:1224921E			
■ Vanilla Cupcake	SKU:1158159E	SKU:1220923E		
■ Amber & Sandalwood	SKU:1633278E			
■ Black Cherry	SKU:1133672E	SKU:1221000E	SKU:1137658E	SKU:1723623E
■ Red Raspberry		SKU:1521592E		
■ Wild Orchid	SKU:1633677E			
Pink Sands	SKU:1207566E	SKU:1723597E		
Lemon Lavender	SKU:1172084E	SKU:1220907E		
■ Midsummer's Night®	SKU:1020366E	SKU:1220877E	SKU:1114285E	SKU:1194390E
■ Black Coconut	SKU:1295691E	SKU:1295841E		
■ Bayside Cedar	SKU:1633296E			



To keep your home beautifully fragranced throughout the year simply follow our handy tips on how to love your Yankee Candle®





Trim your wick

Use our handy Wick Trimmer to keep your wick neat and tidy. Trim your wick to the length recommended on the bottom label of your candle.

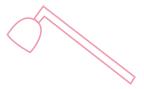




Allow to pool

Let the top layer of wax liquefy and pool to the edges to avoid tunnelling. Wondering how long this should take? We recommend, that for every 1cm in diameter, you burn for 30 minutes.





Use a Candle Snuffer

Gently dowse the flame when you're done to prevent your candle from smoking.





Know when to say goodbye

We never like to see the end of our favourite fragrance, but once your candle wax is 1cm from the bottom; it's officially finished. Time to choose another favourite to burn.

Fragrance Information

Working with the world's most renowned fragrance houses and master perfumers, we bring you and your customers the latest trends in fragrance, colour and home décor. With their tools, technical knowledge and artistic sense, perfumers create fragrances that can evoke a variety of emotions and sensations.

Many of our candle fragrances contain natural essential oils and feature a harmonious blend of ingredients. These ingredients translate into fragrance notes that appear at different stages of the overall scent experience: top, middle, and base.

Our true-to-life fragrances evoke memories and emotions that you'll want to cherish forever. Yankee Candle® is a trusted choice for quality, long-lasting fragrances. In the world of perfume, fragrances are classified by their key characteristics, creating olfactory families. These are then broken down further into sub-families. At Yankee Candle®, we help consumers find their favourite fragrance by categorising our fragrances into 6 simple families.

The fragrance family key will help you identify the family of your favourite fragrance! Some fragrances embrace notes from more than 1 of our olfactive families and for these you will see 2 dots, the top tells you the primary family and the bottom their secondary.

For SKU details see page 38.

TOP NOTE

impression

- consisting of light
and fresh notes like lemon,
grapefruit and lavender.

Fast to fade but very memorable

MIDDLE NOTE

These notes are the heart of the fragrance and make each scent unique.

A mix of florals, fruits and spices.

BASE NOTE

Base notes mingle with middle notes to create a long-lasting impression. Notes of vanilla, musk and cedarwood construct its last impression.



Bright, fresh, lush, and sensual; Floral fragrances are uplifting and happy



Bright and zesty with a hint of sweet; Citrus fragrances are energetic and refreshing



Vibrant and lush with a satisfying juiciness; Fruity scents evoke a sense of abundance



Cool, watery, bright, and breezy; Fresh and Clean fragrances are vibrant and optimistic



Earthy, smoky, and warm; Woody scents are cosy and grounding



Warm, comforting, and indulgent; Sweet and Spicy fragrances are welcoming and relaxing



A Calm & Quiet Place

Fragrance Notes

TOP Mandarin Leaf

MID Jasmine, Cedarwood

BASE Patchouli, Sandalwood, Amber Musk





Afternoon Scrapbooking

Fragrance Notes

TOP Golden Apple, Bergamot, Lemon, Ginger, Nutmeg, Autumn Air

MID Eucalyptus, Leather, Clove, Labdanum

BASE Patchouli, Cedar, Amber Embers, Musk





Aloe & Agave

Fragrance Notes

TOP Green, Lemon, Cactus Water, Aloe

MID Blue Lotus, Coriander, White Peony

BASE Mineral Wood, Musk, Tea Leaves, Agave





Amber & Sandalwood

Fragrance Notes

TOP Pepper, Tonka Bean, Cardamom

MID Caramel, Lavender, Amber

BASE Cedarwood, Sandalwood, Vanilla, Patchouli



Art in the Park

Fragrance Notes

TOP Green Apple, Violet, Waterlily

MID Jasmine, Rose, Ylang Ylang

BASE Sandalwood, Cedarwood, Sheer Musk



Autumn Daydream

Fragrance Notes

TOP Clove, Clary Sage, Persimmon MID Rhubarb, Lavender,

Geranium BASE Eucalyptus Woods, Balsam



Azure Sky

Fragrance Notes

TOP Orange, Mango, Pineapple

MID Tuberose, Rose, Coconut Cream, Sea Salt BASE Vanilla, Amber,

Tropical Musk



Bayside Cedar

Fragrance Notes

TOP Bergamot, Green Pear, Grapefruit

MID Mandarin Blossom, Water Lily BASE Amber, Cedarwood, Musk



Black Cherry

Fragrance Notes

TOP Cherry, Almond

MID Cherry, Cinnamon

BASE Sweet Cherry



Black Coconut

Fragrance Notes

TOP Fruity Pineapple, Coconut

MID Coconut Blossom

BASE Powdery Notes, Woody Notes, Musk



Black Tea & Lemon

Fragrance Notes

TOP Yuzu, Lemon, Pink Pepper MID Black Sesame Seeds, Ginger,

Lime Leaves BASE Warm Vanilla, Clove, Coconut, Creamy Musk



Capri Glow

Fragrance Notes

TOP Citrus Zest, Bitter Orange, Myrtle

MID African Orange Flower, Neroli Blossom, Frangipani

BASE Sun-Kissed Amber. Bleached Woods, Sheer Musk



Christmas Cookie

Fragrance Notes

TOP Creamy Vanilla Bean

MID Nutmeg, Cinnamon, Sugar

BASE Vanilla, Butter, Baked Notes



Christmas Eve

Fragrance Notes

TOP Orange, Almond, Lime, Lemon

MID Nutmeg, Cinnamon, Sugar

BASE Violet, Amber, Creamy Praline, Vanilla



Cinnamon Stick

Fragrance Notes

TOP Cardamom, Clove

MID Cinnamon Stick

BASE Bay Leaf, Cedarwood



Clean Cotton®

Fragrance Notes

TOP Ozone, Leafy Greens, Bergamot

MID Lily of the Valley, Rose

BASE Vetiver, Cedar, Musk, Woody Notes



Coconut Beach

Fragrance Notes

TOP Salty Air, Pineapple

MID Fresh Coconut, Lei Blossom BASE Airy Musk, Tahitian Vanilla



Cucumber Mint Cooler

Fragrance Notes

Lemon, Eucalyptus, Orange, Spearmint, Grapefruit

MID Cucumber, Jasmine

BASE Sloe Berries, White Musk







Fresh & Clean

Woody

Sweet & Spicy



Desert Blooms

Fragrance Notes

- **TOP** Sparkling Bergamot, Cypress, Saguaro Cactus
- MID Rose Petals, Vetiver, Dried Sage
- BASE Driftwood, Musk, Aldehydes





Fresh Cut Roses

Fragrance Notes

- TOP Fruity Apple Peel, Green Leaf, Citrus
- MID Red Rose, Geranium
- BASE Soft Powder, Musk



Iced Berry Lemonade

Fragrance Notes

- TOP Strawberry Leaf, Lemon Sugar, Sweet Mandarin, Ruby Red Grapefruit
- MID Yuzu, Red Raspberry, Pomelo, Pineapple
- BASE Vanilla Bean, Malt, Violet Leaf





Lakefront Lodge

Fragrance Notes

- TOP Aldehydes, Ozone Accord, Mandarin
- Fir Balsam, Pine Needle, Cedarwood
- BASE Tonka, Cedarwood, Labdanum





Lemon Gelato

Fragrance Notes

- TOP Iced Lemon, Lime, Black Currant
- Strawberry, Marshmallow, Blackberry
- BASE Vanilla, Ice Cream, Musky Woods



Lemon Lavender

Fragrance Notes

- TOP Tangerine, Lemon, Aromatic Lavender
- MID Fruity Notes, Orange, Petitgrain, Eucalyptus
- **BASE** Vanilla, Hints of Spice





Lilac Blossoms

Fragrance Notes

- Dewy Greens, Water Lily, Bergamot
- Lilac Petals, Hyacinth,
- Tulip Bulbs **BASE** Cedarleaf, Vetiver, Moss





Magical **Bright Lights**

Fragrance Notes

- TOP Frozen Pear, White Peach, Mint Leaf
- MID Jasmine, Coconut, Moss
- BASE Sandalwood, Vanilla, Amber





Mango Ice Cream

Fragrance Notes

- TOP Orange, Pineapple Juice, Banana Puree
- MID Sliced Mango, Fresh Berries
- **BASE** Vanilla Cream





Midnight Jasmine

Fragrance Notes

- TOP Neroli, Orantique, Mandarin Blossom, Yellow Grapefruit
- MID Grapefruit
- BASE Musk, Powdery Notes





Midsummer's Night®

Fragrance Notes

- TOP Citrus, Herbaceous, Woody, Bergamot, Lime
- MID Lavender, Pine Floral Sage
- BASE Cedarwood, Vetiver, Juniper Berry, Clary Sage, Moss



North Pole Hideaway

Fragrance Notes

- **TOP** Sparkling Snowflakes, Frosted Greens, Chilled Bergamot
- MID Arctic Mint, Icy Air, Glacial Water
- BASE Snow Powder, White Musk, Soft Amber



Ocean Air

Fragrance Notes

- TOP Blue Ozone, Linen Breeze, Bergamot, Lemon
- Cotton Flower, Muguet, White Lily, Fresh Clover
- BASE Sheer Musk, Fresh Vanilla, Cedarwood



Olive & Cypress

Fragrance Notes

- TOP Olive, Pink Peppercorn,
- MID Avocado, Coriander, Fennel
- BASE Amber, Moss, Vetiver, Cypress



Pink Cherry & Vanilla

Fragrance Notes

- TOP Cherry, Raspberry, Apricot
- MID Pistachio, Cherry Blossom, Milk Accord
- BASE Vanilla, Almond Granola Accord, Musk





Pink Sands

Fragrance Notes

- TOP Citrus, Melon, Berry
- MID Osmanthus
- BASE Spicy Vanilla, Musk, Woody Notes





Pumpkin Cinnamon Swirl

Fragrance Notes

- TOP Cinnamon, Caramel, Clove Bud
- Nutmeg, Pumpkin Dough, Toasted Pecans
- BASE Vanilla, Brown Sugar, Warm Musk



Red Apple Wreath

Fragrance Notes

- TOP Golden Apples.
- Cinnamon Leaf, Clove MID Apple Peel, Cracked Walnuts,
- Brown Sugar BASE Amber, Melted Butter, Maple Syrup, Vanilla





Fruity

Fresh & Clean

Woody

Sweet & Spicy



Red Raspberry

Fragrance Notes

Juicy Orange, Sweet Mandarin, Black Cherry

MID Black Raspberries, Juicy Strawberries, Blackcurrant, Strawberry Leaves

BASE Crystalized sugar, sweet musk



Silver Sage & Pine

Fragrance Notes

TOP Cassis, Clary Sage, Aldehydes MID Pine Needle, Leather, Jasmine

BASE Cedarwood, Amber, Moss





Sage & Citrus

Fragrance Notes

TOP Herbaceous, Lavender, Citrus

MID Geranium, Lavender

BASE Patchouli, Powdery Notes, Musk, Woody Notes





Shimmering **Christmas Tree**

Fragrance Notes

TOP Sparkling Aldehydes, Bergamot, Dewy Greens

MID Fir Needle, Lavender, Eucalyptus

BASE Fir Balsam, Patchouli, Warm Spices





Smoked Vanilla & Cashmere

Fragrance Notes

TOP Raw Sugar, Black Currant, Charred Marshmallow

Smoked Cinnamon, Charcoal, Vanilla Ash, Clove Bud, Cashm

BASE Molten Amber, Creamy Musk, Red Cedar, Guaiacwood



Soft Blanket

Fragrance Notes

TOP Bergamot, Citrus, Blackberry

Cashmere Vanilla, Powdery Rose, Tobacco Flower

BASE Amber, Cocoa, Musk



Soft Wool & Amber

Fragrance Notes

Vanilla

TOP Heliotrope, Orange, Tangerine

MID Lily of the Valley, Jasmine BASE Musk Flower, White Amber, Cashmere, Sandalwood,



Sparkling Cinnamon

Fragrance Notes

TOP Cinnamon Spice

MID Clove, Cardamom

BASE Bay Leaf, Cedarwood



Sparkling Winterberry

Fragrance Notes

Apple, Pomegranate, Pink Pineapple, Winterberry

MID Juniper berries, Fir Balsam, Spearmint

BASE Snow-covered Cedar, White Moss, Musk



Stargazing

Fragrance Notes

TOP Lilac, Mineral Air, Eucalyptus

MID Lavender, Geranium, Violet

BASE Vanilla Sugar, Rose Petals,





Vanilla Bean Espresso

Fragrance Notes

TOP Lemon Rind, Whipped Cream, Sweet Mandarin

Rich Dark Caramel, Mocha, Espresso, Tuberose, Coffee Bean, Toffee

BASE Patchouli, Cocoa Bean, Cacao, Black Vanilla



Vanilla Crème Brûlée

Fragrance Notes

TOP Cinnamon Bark, Red Fruits, Orange Peel

Coconut Pulp, Baked Cookie, Milk Accords, Jasmine, Tiare Flower

BASE Vanilla, Toasted Praline, White Musk, Tonka Bean



Vanilla Cupcake

Fragrance Notes

TOP Vanilla Icing, Malted Sugar

MID Cake Batter, Chocolate BASE Cocoa, Vanilla Bean



Vanilla Lime

Fragrance Notes

TOP Kaffir Lime, Lemon Zest

MID Sugar, Cocoa

BASE Vanilla, Tonka Bean



Warm Cashmere

Fragrance Notes

TOP Sun Kissed Orange

MID Cashmere Wood, Golden Amber, Cardamom

BASE Creamy Sandalwood, Sueded Musk, White Patchouli, Vanilla



Watercolour Skies

Fragrance Notes

TOP Fresh Picked Lemon, Blooming Cyclamen MID Midnight Jasmine, Balsam,

Cashmere Accord BASE Comforting Vanilla, Tonka Bean,

Soft Resin, Addictive Musk



White Gardenia

Fragrance Notes

TOP Peach, Berry, Clove MID Gardenia, Jasmine, Lily, Freesia

BASE Musk, Woody Notes



White Spruce & Grapefruit

Fragrance Notes

TOP Grapefruit, Pomelo, Pine, Orange MID Spruce, Black Current,

Pineapple, Fir Needle BASE Rich Balsam, Vanilla Bean, Musk, White Cedar



Wild Orchid

Fragrance Notes

TOP Sunny Ozone, Mandarin Blossom, Bergamot, Palm Leaf MID Wild Orchid, Hibiscus,

Strawberry Nectar, Midnight

Jasmine, Banana Flower BASE Fruity Musk, Sandalwood, White Amber



Woodland Weekend Memories

Fragrance Notes

TOP Bergamot, Orange, Pear

MID Jasmine Petals, Vanilla, Coconut Milk BASE Cosy Amber,



Fresh & Clean

Woodland Moss, Sandalwood

Woody

Sweet & Spicy



Citrus

Fruity

What is Visual Merchandising?

Successful Visual Merchandising is the art of presenting products through attractive displays to drive commercial performance, maximise sales, and encourage repeat purchases. This can be achieved by creating visually compelling displays that accentuates a product's appearance, features and benefits, which can help define a brand's identity as well as boost revenue.

Elements such as store design, layout, merchandising and cleanliness, along with lighting in a store, all contribute to creating a great atmosphere that draws consumers, giving consumers a desire to shop, browse and make a purchase.

Here are some Visual Merchandising tips to consider when displaying your product...

1

Whether you are creating a small, medium, or large shop floor layout, Yankee Candle®can offer you branded furniture and recommend what products to display on each furniture to increase customer interaction and optimise sales results.

All of this information can be found in our latest Visual Merchandising (VM) guides.

Below is an overview of our current furniture offering.



Furniture Description	Item Code
1 WS Double Wall Bay Kit	1594402
2 WS Single Wall Bay Kit	1594407
3 WS Gondola	1594417
4 WS Combination Fixture	1594419

Furniture Description	Item Code			
5 WS CDU	1594421			
6 WS Large Table	1594423			
6 WS Medium Table	1594424			
6 WS Small Table	1594425			

Furniture Description	Item Code		
7 WS Table Topper	1601956		
8 WS Ladder	1594426		
9 WS Multi Brand CDU	1680265		

2

Consider the best location to attract your consumers and use brand signage to aid navigation.

YANKEE CANDLE Official Stockist



OUTSIDE THE SHOP



Window Display - The entrance to your store has the highest footfall. We supply a Stockist window sticker to ensure consumers know Yankee Candle® is available inside. Yankee Candle® window graphics are available to order from your customer care representative.

INSIDE THE SHOP



Location - Inspire the trial of new fragrances as well as customer favourites by out positioning fixtures in high footfall areas.



Best sellers - Position best sellers in clear prominent positions within their merchandised layout.



Replenishment - Keep the displays fully replenished, fill up any gaps so shelves look full and attractive, ensuring products look presentable.



POS and Graphics - Is branding clearly visible and is the furniture displaying the correct POS matching the product displayed?



Visual Merchandising Support Tools

Our Visual Merchandising best practice guides and planogram templates have all the information you need to improve the overall product presentation and commerciality within your store.

For more information, log on to DASH, our Digital Asset Storage House platform or speak to your customer care representative.





AW24 Wall Bay Fragrance Assortments

Yankee Candle® provides recommended fragrance assortments to ensure your store carries the most seasonally appropriate and sales optimised selection. Whether you have 1 double wall bay or 3, our recommended assortments are based on understanding fragrance sales, market trends and consumer buying behaviour.

1 Double Wall Bay / 11 Fragrance Planogram



2 Wall Bay / 22 Fragrance Planogram







12	Wild Orchid
13	Pink Sands
14	Fresh Cut Roses
15	Lemon Lavender
16	Stargazing
17	Ocean Air
18	Azure Sky NEW
19	Midsummer's Night®
20	Black Coconut
21	Olive & Cypress NEW
22	Cucumber Mint Cooler



For best visual presentation merchandised Wax Melts and Filled Votives to follow the colour run of the Signature fragrances

3 Wall Bay / 33 Fragrance Planogram



1	Coconut Beach	12	Capri Glow NEW	23	Stargazing
2	Clean Cotton®	13	Cinnamon Stick	24	Black Tea & Lemon
3	Soft Blanket	14	Black Cherry	25	A Calm & Quiet Place
4	Midnight Jasmine	15	Red Raspberry	26	Ocean Air
5	White Gardenia	16	Art In The Park	27	Azure Sky NEW
6	Soft Wool & Amber	17	Wild Orchid	28	Bayside Cedar
7	Iced Berry Lemonade	18	Desert Blooms	29	Midsummer's Night®
8	Lemon Gelato NEW	19	Pink Sands	30	Black Coconut
9	Vanilla Cupcake	20	Watercolour Skies	31	Olive & Cypress NEW
10	Mango Ice Cream	21	Fresh Cut Roses	32	Cucumber Mint Cooler
11	Amber & Sandalwood	22	Lemon Lavender	33	Vanilla Lime

Spring / Summer '25 Fragrance Colour Run

We recommend that our fragrances are displayed in a spectrum of colour. We refer to this as our "Colour Run". Even if you have only 11 fragrances we advise you apply the below approach.

The Colour Run below is a guide to use when displaying fragrances on your furniture.



Discover DASH (Digital Asset Storage House)



DASH.NEWELLBRANDS.COM

Free marketing tools exclusively for our wholesale customers

IT'S FAST, EASY & FREE!

New users: please consult with your sales representatives for registration instructions.

Find everything you need to advertise and promote your Yankee Candle® products, right at your fingertips, 24/7. Visit the DASH (Digital Asset Storage House) for hundreds of branded and approved materials for all your marketing needs including:

- Logos
- Order Forms
- Signs
- Product images
- Catalogues

SKU information

itrus		Fresh & Clean Sweet & Spicy							
	FRAGRANCE FAMILY	FRAGRANCE	SIGNATURE LARGE JAR CANDLE	SIGNATURE MEDIUM JAR CANDLE	SIGNATURE LARGE TUMBLER CANDLE	SIGNATURE SMALL TUMBLER CANDLE	MINI FILLED VOTIVE CANDLE	WAX MELTS	3 MINI FIL VOTIVES
	• •	A Calm & Quiet Place	1701373E	1701384E	1724379E		1701436E	1676098E	
	•	Afternoon Scrapbooking	1759264E	1759609E			1760991E	1761014E	
		Aloe & Agave	1749343E	1749328E				1750735E	
		Amber & Sandalwood	1629982E	1630016E	1630050E	1744756E	1686347E	1633235E	
		Art In The Park	1728890E	1728876E	1728878E		1728833E	1728828E	
		Autumn Daydream	1743378E	1743348E	1743356E		1742158E	1742163E	
W		Azure Sky	2642895E	2642889E			2642884E		
		Bayside Cedar	1629980E	1630014E	1630048E	1744755E	1686345E	1633256E	
		Black Cherry	1701380E	1701391E	1724478E	1744738E	1701433E	1676073E	265356
		Black Coconut	1701371E	1701382E	1724395E	2654108E	1701432E	1676074E	
		Black Tea & Lemon	1629978E	1630012E	1630046E		1686343E	1633252E	
W		Capri Glow	2642894E	2642893E	2642867E	2644247E	2642886E		
	•	Christmas Cookie	1629976E	1630010E	1630044E	2654101E	1701439E	1676076E	
	•	Christmas Eve	1631776E	1631837E	1631806E		1701434E	1676077E	
	•	Cinnamon Stick	1701372E	1701383E	1631840E	2654102E	1701435E	1676078E	
	• •	Clean Cotton®	1630644E	1630645E	1630643E	1744735E	1701437E	1676079E	265356
	•	Coconut Beach	1629967E	1630001E	1630035E		1686385E	1632730E	
	•	Cucumber Mint Cooler	1728894E	1728904E	1728873E		1728834E	1728835E	
	• •	Desert Blooms	1749351E	1749330E	1749339E	1749350E		1750737E	
		Fresh Cut Roses	1630682E	1630660E	1630709E		1701465E	1676097E	
	•	Iced Berry Lemonade	1629983E	1630017E	1630051E	1744734E	1686348E	1633250E	
	•	Lakefront Lodge	1629990E	1630024E	1630058E		1701444E	1633246E	
W		Lemon Gelato	2642885E	2642892E			2642890E		
	•	Lemon Lavender	1629970E	1630004E	1630038E	1744758E	1686388E	1676095E	265356
		Lilac Blossoms	1629963E	1629997E	1630031E		1686381E	1632731E	
	•	Magical Bright Lights	1743383E	1743368E	1743362E		1742157E	1744608E	
	•	Mango Ice Cream	1632326E	1632325E	1632321E		1632472E	1632520E	
		Midnight Jasmine	1630688E	1630666E	1630715E	1744746E	1632046E	1676082E	
		Midsummer's Night®	1629968E	1630002E	1630036E	1744757E	1701446E	1676083E	265355
		North Pole Hideaway	1759284E	1759610E			1760995E	1761017E	
	•	Ocean Air	1629984E	1630018E	1630052E	1744737E	1686349E	1633242E	
W	•	Olive & Cypress	2642888E	2642887E			2642891E		
	•	Pink Cherry & Vanilla	1629986E	1630020E	1630054E		1686351E	1633257E	
	• •	Pink Sands	1629962E	1629996E	1630030E	1744736E	1686380E	1676084E	265355
	•	Pumpkin Cinnamon Swirl	1759265E	1759613E			1760994E	1761016E	
	• •	Red Apple Wreath	1629977E	1630011E	1630045E	2654107E	1701450E	1676085E	
	•	Red Raspberry	1701375E	1701386E	1724404E	2654105E	1701451E	1676086E	
	•	Sage & Citrus	1629961E	1629995E	1630029E	2654104E	1701453E	1632734E	
	•	Shimmering Christmas Tree	1743380E	1743375E	1743350E		1742156E	1742162E	
	•	Silver Sage & Pine	1629993E	1630027E	1630061E		1701454E	1633253E	
	•	Smoked Vanilla & Cashmere	1629989E	1630023E	1630057E		1701455E	1633240E	
	•	Soft Blanket	1701376E	1701387E	1724359E	2654103E	1701452E	1676087E	
		Soft Wool & Amber	1721061E	1721078E	1721005E		1722174E	1719396E	
	•	Sparkling Cinnamon	1629975E	1630009E	1630043E		1701457E	1676088E	
		Sparkling Winterberry	1743373E	1743372E	1743355E		1742151E	1744607E	
		Stargazing	1749347E	1749348E				1750732E	
	•	Vanilla Bean Espresso	1701377E	1701388E	1724491E		1701459E	1632732E	
	•	Vanilla Crème Brûlée	1629981E	1630015E	1630049E		1686346E	1633251E	
	•	Vanilla Cupcake	1629969E	1630003E	1630037E	2654106E	1686387E	1676089E	
	••	Vanilla Lime	1630694E	1630670E	1630721E		1701460E	1676090E	
	•	Warm Cashmere	1701379E	1701390E	1724370E		1701464E	1676091E	
		Watercolour Skies	1734816E	1734799E	1734811E		1729295E	1729293E	
	•	White Gardenia	1630696E	1630672E	1630723E		1632047E	1632729E	
	•	White Spruce & Grapefruit	1629992E	1630072E	1630060E		1701463E	1633236E	
		Wild Orchid	1629979E	1630020L	1630047E	1744759E	1686344E	1633237E	
	•	Woodland Weekend Memories	1759274E	1759604E	1759283E	1744737L 1759612E	1760997E	1761018E	

Fast facts



Large Jar 2-Wick Candle

Burn Time: 60-90 hours Size: 9.3cm x 15.7cm Weight: 567g



Medium Jar 2-Wick Candle

Burn Time: 35-50 hours Size: 9.3cm x 11.4cm Weight: 368g



Large Tumbler 2-Wick Candle

Burn Time: 60-100 hours Size: 9.9cm x 14.9cm Weight: 567g



Small Tumbler 1-Wick Candle

Burn Time: 20-30 hours Size: 8cm x 7.5cm Weight: 122g



Mini Filled Votive Candle

Burn Time: 5-10 hours Size: 5.4 x 4.4cm Weight: 37g



Wax Melts

Burn Time: Up to 8 hours Size: 5.6 x 1.5cm Weight: 22g



Electric Home Fragrance and ScentPlug Refills

Lasts up to 4 weeks Size: 7.6 x 7.9cm Volume: 18.5ml



Ultrasonic Aroma Diffuser

Lasts up to 8 hours Volume: 10ml Size: 11 x 14.7 x 19cm



Signature Diffusers

Lasts up to 6 weeks Volume: 100ml



Signature Diffusers refill

Lasts up to 12 weeks Volume: 200ml, 14 reeds



Car Jar® and Car Jar® Ultimate

Lasts up to 4 weeks
Car Jar® Single:
Size: 7.8 x 19.7cm / Weight: 14g
Car Jar® Ultimate:
Size: 7.85 x 13.5cm / Weight: 24g



Car Vent Sticks

Lasts up to 2 weeks per stick (4/pack) Size: 7.65 x 19.3cm Weight: 28g



YANKEE CANDLE®

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