



'Tis the Season for Twists with Yankee Candle's New Holiday 2016 Fragrances

October 5, 2016

Six sparkling scents offer modern takes on tradition

SOUTH DEERFIELD, Mass., Oct. 5, 2016 /PRNewswire/ -- The Yankee Candle Company, Inc. today announced the launch of its new holiday 2016 fragrances. The world's largest manufacturer of [premium scented candles](#) draws on the vibrant spirit and brisk weather the holidays bring to infuse seasonal favorites with unexpected twists of citrus and vanilla. Whether it's the warm glow of lights against freshly fallen snow, or the zesty tickle of a festive holiday cocktail, Yankee Candle captures both tangible and intangible delights of the season throughout the new line. Yankee Candle's holiday fragrances are available for purchase now at Yankee Candle's more than 500 retail stores, www.yankeecandle.com, and select specialty retailers and gift shops while supplies last.

Yankee Candle's new holiday fragrances are available in a variety of forms to add a festive twist to any decor style.

"Our customers absolutely love the holidays and they can't wait to grab our new fragrances to mix with their favorite classic favorites. Some of our customers start asking us about our new holiday fragrances in September—they love preparing for the holidays with Yankee Candle," said Rich Mathews, senior vice president of marketing at the Yankee Candle Company, Inc. "The holidays are our favorite time of year, too. We love welcoming our customers into our stores to experience all we have to offer for the holiday season. They'll find the perfect touches that will make every holiday celebration special."

NEW HOLIDAY 2016 FRAGRANCES – Four new fragrances offer modern takes on holiday favorites for festive décor and gifting. Price: \$27.99 MSRP – Large Tumbler or Jar Candle; \$24.99 MSRP – Medium Jar Candle; \$15.99 MSRP – Small Tumbler Candle; \$10.99 MSRP – Small Jar Candle; \$4.99 MSRP – Scenterpiece™ Easy MeltCup; \$1.99 MSRP – Tarts® Wax Melt or Samplers® Votive Candle

[All Is Bright](#) – A blend of sparkling citrus scents drifting on warm musk.

[Bubbly Pomegranate](#) – A festive mix of juicy berries and pomegranate on top of effervescent citrus.

[Alpine Martini](#) – Celebrate with a tart concoction spiked with mountain berries and a sprig of fresh-snipped pine.

[Christmas Thyme](#) – Uplifting thyme and lemongrass mingle with heady sandalwood and musk in this festive holiday celebration.

NEW HOLIDAY 2016 PURE RADIANCE™ FRAGRANCES – Two fragrances embody the season's simple pleasures, featuring sleek textured glass and a Crackling LumiWick™ with real wood added to the cotton wick for a soothing crackling sound to evoke a cozy fireside.

Price: \$27.99 MSRP – Large Vase Candle; \$22.99 MSRP – Medium Vase Candle, \$15.99 MSRP – Small Vase Candle

[Pine Bough](#) – One of the season's eternal scents – fresh cut pine rounded with orange, eucalyptus and vanilla musk.

[Cherry Gin Fizz](#) – A bubbly mix of cherry, pomegranate, cranberry, and vanilla that refreshes.

To learn more about Yankee Candle and the new fall fragrances, visit www.yankeecandle.com, the brand's Instagram ([@TheYankeeCandle](#)) and Pinterest ([TheYankeeCandle](#)) pages, or join the conversation on Facebook at facebook.com/TheYankeeCandle Company or on Twitter ([@theyankeecandle](#)).

About The Yankee Candle Company

The Yankee Candle Company, Inc. is a leading designer, manufacturer, wholesaler and retailer of premium scented candles. Yankee Candle has over a 40-year history of offering distinctive products and marketing them as affordable luxuries and consumable gifts. The company is a wholly owned subsidiary of Newell Brands and sells its products through a North American wholesale customer network of approximately 35,000 store locations, a growing base of more than 500 Company owned and operated retail stores, direct mail catalogs, and its Internet website www.yankeecandle.com. Outside of North America, the Company sells its products primarily through its subsidiary, Yankee Candle Company (Europe), Ltd., which has an international wholesale customer network.

About Newell Brands

Newell Brands (NYSE: NWL) is a leading global consumer goods company with a strong portfolio of well-known brands, including Paper Mate®, Sharpie®, Dymo®, EXPO®, Parker®, Elmer's®, Coleman®, Jostens®, Marmot®, Rawlings®, Oster®, Sunbeam®, FoodSaver®, Mr. Coffee®, Rubbermaid Commercial Products®, Graco®, Baby Jogger®, NUK®, Calphalon®, Rubbermaid®, Contigo®, First Alert®, Waddington and Yankee Candle®. For hundreds of millions of consumers, Newell Brands makes life better every day, where they live, learn, work and play.

This press release and additional information about Newell Brands are available on the company's website, www.newellbrands.com.

Media Contacts

Alice DuBois

Shelly Hazlett

451 Marketing

The Yankee Candle Company, Inc.

adubois@451marketing.com

shazlet@yankeecandle.com

(585) 613-5966

(413) 665-8306 x4695

The Yankee Candle Company, Inc. Logo

Photo - <http://photos.prnewswire.com/prnh/20161004/415241>

Logo - <http://photos.prnewswire.com/prnh/20150407/197220LOGO>

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/tis-the-season-for-twists-with-yankee-candles-new-holiday-2016-fragrances-300339428.html>

SOURCE The Yankee Candle Company