



## Change is in the Air with Yankee Candle's New Fall 2016 Fragrances

July 12, 2016

*Five scrumptious scents offer fresh take on fall*

**South Deerfield, Mass. (July 12, 2016)** – The Yankee Candle Company, Inc. today announced the launch of its new fall 2016 fragrances in both its classic jar and tumbler forms. The world's largest manufacturer of [premium scented candles](#) embraces the autumnal spirit of change by drawing on the familiarity of the crisp outdoors and cozy indoors while incorporating unexpected fragrance notes. From the unmistakable scent of brisk fall air to tasty treats, the new line embodies the sweet serenity of the season. Yankee Candle's fall fragrances are available for purchase now at Yankee Candle's more than 500 retail stores, [www.yankeecandle.com](http://www.yankeecandle.com) and select specialty retailers and gift shops while supplies last.

"Our customers eagerly await the opportunity to bring this beloved season inside with our fragrances each fall," said Geoff Medeiros, vice president brand and product development for the Yankee Candle Company, Inc. "This year's collection layers in some fun surprises such as citrus and toasted marshmallow so our customers can celebrate autumn in new ways."

**NEW FALL 2016 FRAGRANCES** – Five new fragrances evoke the rich aromas and hues of fall.

*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*

[Honey Clementine](#) – Refreshing orange takes a sweet turn in this honey-dipped citrus delight.

[Crisp Fall Night](#) – The autumn evening invites with brisk earthiness and dreamy interludes of lavender and woodland notes.

[Candied Pecans](#) – Fresh from the oven, warm pecans glazed with caramel, sugar and vanilla.

[Caramel Apple Cake](#) – Rich caramel and vanilla frosting surrounds apple cake perfection—sugary sweet and finished with crunchy nuts.

[Autumn Gathering](#) – A warm mix of fading sun and crisp days with harvest fruit, patchouli and sandalwood.

To learn more about Yankee Candle and the new fall fragrances, visit [www.yankeecandle.com](http://www.yankeecandle.com), the brand's Instagram ([@TheYankeeCandle](#)) and Pinterest ([TheYankeeCandle](#)) pages, or join the conversation on Facebook at [facebook.com/TheYankeeCandle Company](https://facebook.com/TheYankeeCandleCompany) 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](http://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®, Irwin®, Lenox®, Oster®, Sunbeam®, FoodSaver®, Mr. Coffee®, Rubbermaid Commercial Products®, Graco®, Baby Jogger®, NUK®, Calphalon®, Rubbermaid®, Contigo®, First Alert®, Waddington and Yankee Candle®. Driven by a sharp focus on the consumer, leading investment in innovation and brands, and a performance-driven culture, Newell Brands helps consumers achieve more 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](http://www.newellbrands.com).

### Media Contacts

Alice DuBois

451 Marketing

[adubois@451marketing.com](mailto:adubois@451marketing.com)

(585) 613-5966

Shelly Hazlett

The Yankee Candle Company, Inc.

[shazlet@yankeecandle.com](mailto:shazlet@yankeecandle.com)

(413) 665-8306 x4695