



Yankee Candle® Launches the 2020 Scent of the Year™

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Panel of experts combine trends from their respective fields to define 2020 with an unforgettable fragrance

SOUTH DEERFIELD, Mass., Jan. 15, 2020 /PRNewswire/ -- Yankee Candle® announces the launch of its second annual Scent of the Year™, following its 2019 debut. The company partnered with global trend experts in the fields of fashion, wellness, lifestyle, and culture to uncover what will matter most to consumers in 2020.



"We've learned through our research for Scent of the Year that there is a significant cultural shift away from always wanting *more*: more options, more communication, more material clutter. Increasingly, people want to simplify their lives, unplug from the constant chatter of technology, and reconnect with themselves and with those they care about," says Anna Whitton, vice president of marketing, The Yankee Candle Company. "Consumers are seeking out meaningful experiences that bring them a greater sense of self."

A dazzling and multifaceted fragrance, the 2020 Yankee Candle Scent of the Year is entirely unique. The new scent is called **Awaken**. It responds to our yearning to be in the present, to embrace simplicity and transparency, and to our search for items with true authenticity to bring into our worlds.

"At the heart of the 2020 Scent of the Year is a one-of-a-kind, crystalline mineral fragrance with grounding notes of driftwood and amber," says Jennifer Genson, Fragrance Development Lead, The Yankee Candle Company. "With the clarity and brilliance of an uncut diamond, Awaken was developed to inspire you to open your eyes to the simple beauty of the everyday, giving you a clear, bright vision for the new year."

Awaken is available in a Large Classic Jar Candle for \$29.50 (USD) at Yankee Candle retail locations, at Macy's, Kohl's, and Meijer, and online at www.YankeeCandle.com for a limited time.

To learn more about the 2020 Yankee Candle Scent of the Year, visit www.yankeecandle.com/scentoftheyear or visit the brand's Instagram ([@YankeeCandle](https://www.instagram.com/YankeeCandle)), Pinterest ([TheYankeeCandle](https://www.pinterest.com/TheYankeeCandle)), Facebook ([facebook.com/YankeeCandle](https://www.facebook.com/YankeeCandle)) or Twitter ([@theyankeecandle](https://twitter.com/theyankeecandle)). Join the conversation using #SOTY2020.

About The Yankee Candle Company, Inc.

Yankee Candle® is an American brand with a unique 50 year history of creating evocative, mood-setting and long-lasting fragrance for the home. The company offers a wide range of distinctive products, from the brand's iconic candles to home & car air fresheners, gifts and more. The Yankee Candle Company, Inc., is a wholly owned subsidiary of Newell Brands, Inc. and is sold through mass and specialty retailers, online and in Yankee Candle® retail stores. 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 (NASDAQ: 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®, Marmot®, Oster®, Sunbeam®, FoodSaver®, Mr. Coffee®, Graco®, Baby Jogger®, NUK®, Calphalon®, Rubbermaid®, Contigo®, First Alert®, 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 as well as additional information about Newell Brands can be found on the company's website, www.newellbrands.com.

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