

# about us

We're a family-owned and run business that has been delighting customers with luxurious home fragrances for over 15 years.

Built on a passion for natural and quintessential fragrances, The Country Candle Co. has always been about beautifully British products. Nestled amidst the serene, chalky hills of Hampshire, in the South Downs National Park and just a stone's throw from Jane Austen's house, we are proud to call the picturesque village of Farringdon our home.

Our Artisan Chandlers hand pour all of our products, and our production facility never slows down, always working on enhancing our ranges and developing new scents to offer you exceptional quality products with a unique and distinctive take on home fragrance.

Our family Directors lead the business with a clear vision for growth within the UK's retail industry and worldwide. We are proud to go the extra mile to support our retail partners with so much more than being just another supplier.

All our products are vegan, palm oil-free, GMO-free, alcohol-free and of course, made here in the UK.

You're in safe hands with The Country Candle Co.

## ~ the 't swirl'~

Crafted to capture a fusion of tradition and contemporary elegance, the emblem reflects our journey and ambition to become a trusted name in home fragrance.









# how do you benefit?

#### SO, HOW DOES OUR TEAM HELP YOU?

Curating retail excellence is in our DNA, allow us to explain a bit further. Yes, we manufacture our beautifully British fragranced products, and yes, they are best in class in terms of fragrance strength and burn quality, but what we offer to our retail clients is so much more than that! We go further and dig deeper to get a proper understanding of what your particular consumer base is looking for, what they are purchasing in store, allowing us to curate and offer a collection to maximise return on investment both from the physical shelf space and also monetary-wise too.

#### ROI

We're confident that our products will deliver a strong return on your investment. Our track record demonstrates the success of home fragrances in driving revenue for stores. This is just the beginning of an exciting journey and partnership with you!

#### SUPPORT

Our commitment doesn't end here. You'll receive continuous support from our friendly team. We'll keep in touch and visit regularly throughout the year to discuss performance, provide merchandising guidance, and offer tips to enhance your offering and maximize your ROI.

#### SIMPLE

When it comes to replenishing your stock or exploring new products, we truly believe that nothing beats the effectiveness of a face-to-face visit. It's a chance for us to connect personally, understand your unique needs, and provide tailored solutions. However, we're flexible and accommodating, so whether you prefer to meet with our sales team in person, use our online trade portal, or simply drop us a quick message via WhatsApp or email, we're here to make it convenient for you. Your satisfaction and success are our top priorities, and we're always just a call or message away.



- All raw materials are sourced where possible from the UK
- All our products are vegan, palm oil-free, GMO-free, and alcohol-free
- Every candle is guaranteed to be fragranced for 100% of the burn time
- We burn test a sample of candles from the entire range every time we manufacture a new batch
- Our passion and focus is on the quality and strength of the fragrance used, which has helped us achieve over 200 five-star reviews on Trustpilot
- We hold excellent stock levels of our finished products, all year round
- We believe in quick delivery and keep to our promise of 3-5 day turnaround wherever possible (on stocked goods)













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country-luxe, refined into fragrance

Step into the tranquil embrace of our Coast & Country Collection, where the serene charm of country life meets the refreshing allure of coastal breezes and the timeless beauty of English woodlands. Whether you seek the cosy comfort of a cottage garden, the vibrant life of a vegetable patch, or the invigorating spirit of the sea, immerse yourself in rustic elegance and natural splendour. Inspired by the very essence of nature's beauty, each fragrance tells a story of its own, creating moments of connection with the great outdoors.

150g Glass Candle: ~ 30 hours burn time 100ml Reed Diffuser: ~ 12 weeks fragrance time Wax Melt Bar: 60 hours fragranced melt time BRAND NEW COLLECTION!



150g Glass Candle: COAVINE-07871 100ml Reed Diffuser: COAVINE-07956 15ml Pure Fragrance Oil: COAVINE-08038 Wax Melt Bar: COAVINE-09912

#### vine tomato

TOP ~ FIG LEAF HEART ~ VINE LEAF BASE ~ WHITE MUSK 150g Glass Candle: COASALT-07864 100ml Reed Diffuser: COASALT-07949 15ml Pure Fragrance Oil: COASALT-08021 Wax Melt Bar: COASALT-09905

# saltwater spray

TOP ~ GRAPEFRUIT HEART ~ CYPRESS BASE ~ VETIVER 150g Glass Candle: COAROSE-07888 100ml Reed Diffuser: COAROSE-07963 15ml Pure Fragrance Oil: COAROSE-08045 Wax Melt Bar: COAROSE-09929

#### rose

TOP ~ LYCHEE HEART ~ GERANIUM BASE ~ OAK MOSS 150g Glass Candle: COACUCU-07895 100ml Reed Diffuser: COACUCU-07970 15ml Pure Fragrance Oil: COACUCU-08052 Wax Melt Bar: COACUCU-09936

#### cucumber

TOP ~ CUCUMBER HEART ~ JASMINE BASE ~ CEDARWOOD

# FRAGRANCE SELECTION

150g Glass Candle: COACRIS-07901 100ml Reed Diffuser: COACRIS-07987 15ml Pure Fragrance Oil: COACRIS-08069 Wax Melt Bar: COACRIS-09943

## crisp cotton

TOP ~ ORANGE BLOSSOM HEART ~ COTTON BASE ~ SANDALWOOD 150g Glass Candle: COAAGED-07918 100ml Reed Diffuser: COAAGED-07994 15ml Pure Fragrance Oil: COAAGED-08076 Wax Melt Bar: COAAGED-09950

# aged cask

TOP ~ RED APPLE HEART ~ RUM BASE ~ VANILLA 150g Glass Candle: COAWILD-07925 100ml Reed Diffuser: COAWILD-08007 15ml Pure Fragrance Oil: COAWILD-08083 Wax Melt Bar: COAWILD-09967

# wildflower

TOP ~ GREEN LEAF HEART ~ BLUEBELL BASE ~ AMBER 150g Glass Candle: COALEAT-07932 100ml Reed Diffuser: COALEAT-08014 15ml Pure Fragrance Oil: COALEAT-08090 Wax Melt Bar: COALEAT-09974

## leather & oak

TOP ~ SAGE HEART ~ LEATHER BASE ~ TOBACCO

# herb garden CAPSULE

BRAND NEW COLLECTION!

## earthy elegance with a garden's touch

Introducing The Herb Garden Capsule, a fresh offshoot of our bestselling Pastels Collection. Inspired by the aromatic allure of British herb gardens, this new capsule brings together the soothing, earthy tones of fragrant herbs with an understated elegance. Each scent is crafted to evoke the essence of natural greenery, blending calming and invigorating herbal notes that refresh and uplift any space. Just like our Pastels Collection, each piece in The Herb Garden Capsule is hand-finished with delicate, nature-inspired touches to bring a hint of the outdoors inside, infusing your home with the tranquillity of a countryside garden.

Tin Candle: 30 - 35 hours burn time 30cl Glass Candle: ~ 50 hours burn time 50ml Reed Diffuser: ~ 6 weeks fragrance time Wax Melt Bar: 60 hours fragranced melt time 4 new themed fragrances & colours!









white ceramic wax melter also availabl Wax melts are increasing in popularity as an ideal 'entry level' price point product for a consumer to start their journey with our fragrances, be sure to stock some of our wax melt lines to help customers interact and explore the range.

New and improved! Our Pastels wax melts now feature more petals throughout each melt, enhancing the aesthetic for a truly elegant finish. We've also upgraded to 100% fully recyclable card box packaging, featuring a new design and presentation that makes our wax melts even more giftable. The aperture allows consumers to smell the fragrances without having to tamper with the box so these improvements not only enhance longevity on the shop floor but should also, in turn, boost sales!





## scented artistry with a floral touch

#### TIMELESS, ELEGANT & CLASSY.

Our Pastels Collection is our signature look and bestselling range. Taking inspiration from a renowned British home interior paint company and the beauty of our natural surroundings, these perfectly down to earth scents and muted pastel shades will compliment any interior design and fragrance a home with uplifting aromas for months. There is also a little something extra which adds a special touch; every product is lovingly hand finished with delicate petals and natural toppings!







30cl Glass Candle: PASRHUB-08151 Tin Candle: PASRHUB-08120 100ml Reed Diffuser: PASRHUB-08182 200ml Diffuser Refill: PASRHUB-08243 Wax Melt Bar: PASRHUB-08212



30cl Glass Candle: PASPINK-02975 Tin Candle: PASPINK-02487 100ml Reed Diffuser: PASPINK-02609 200ml Diffuser Refill: PASPINK-05778 Wax Melt Bar: PASPINK-02722



30cl Glass Candle: PASOUDH-08144 Tin Candle: PASOUDH-08113 100ml Reed Diffuser: PASOUDH-08175 200ml Diffuser Refill: PASOUDH-08236 Wax Melt Bar: PASOUDH-08205



30cl Glass Candle: PASNECT-06744 Tin Candle: PASNECT-06775 100ml Reed Diffuser: PASNECT-06751 200ml Diffuser Refill: PASNECT-06768 Wax Melt Bar: PASNECT-06782



30cl Glass Candle: PASSEAS-08137 Tin Candle: PASSEAS-08106 100ml Reed Diffuser: PASSEAS-08168 200ml Diffuser Refill: PASSEAS-08229 Wax Melt Bar: PASSEAS-08199



30cl Glass Candle: PASLIME-03019 Tin Candle: PASLIME-02524 100ml Reed Diffuser: PASLIME-02647 200ml Diffuser Refill: PASLIME-05808 Wax Melt Bar: PASLIME-02760



30cl Glass Candle: PASNERO-05549 Tin Candle: PASNERO-05532 100ml Reed Diffuser: PASNERO-05556 200ml Diffuser Refill: PASNERO-05877 Wax Melt Bar: PASNERO-05938



30cl Glass Candle: PASLOTU-06799 Tin Candle: PASLOTU-06829 100ml Reed Diffuser: PASLOTU-06805 200ml Diffuser Refill: PASLOTU-06812 Wax Melt Bar: PASLOTU-06836



30cl Glass Candle: PASVETI-02951
Tin Candle: PASVETI-02463
100ml Reed Diffuser: PASVETI-02586
200ml Diffuser Refill: PASVETI-05754
Wax Melt Bar: PASVETI-02708



30cl Glass Candle: PASSWEE-03057 Tin Candle: PASSWEE-02562 100ml Reed Diffuser: PASSWEE-02685 200ml Diffuser Refill: PASSWEE-05839 Wax Melt Bar: PASSWEE-02807



30cl Glass Candle: PASELDE-06898 Tin Candle: PASELDE-06928 100ml Reed Diffuser: PASELDE-06904 200ml Diffuser Refill: PASELDE-06911 Wax Melt Bar: PASELDE-06935

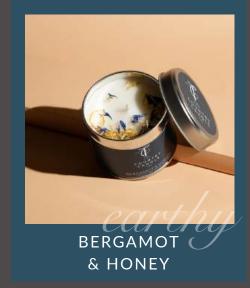


30cl Glass Candle: PASLAVE-02968 Tin Candle: PASLAVE-02470 100ml Reed Diffuser: PASLAVE-02593 200ml Diffuser Refill: PASLAVE-05761 Wax Melt Bar: PASLAVE-02715



EUCALYPTUS & VERBENA

30cl Glass Candle: PASEUCA-03040 Tin Candle: PASEUCA-02555 100ml Reed Diffuser: PASEUCA-02678 200ml Diffuser Refill: PASEUCA-05822 Wax Melt Bar: PASEUCA-02791



30cl Glass Candle: PASBERG-03064 Tin Candle: PASBERG-02579 100ml Reed Diffuser: PASBERG-02692 200ml Diffuser Refill: PASBERG-05846 Wax Melt Bar: PASBERG-02814



POMEGRANATE & CASHMERE

30cl Glass Candle: PASPOME-05518
Tin Candle: PASPOME-05501
100ml Reed Diffuser: PASPOME-05525
200ml Diffuser Refill: PASPOME-05860
Wax Melt Bar: PASPOME-05921

see page 25 for in-store colour gradient suggestions!

# a focus on NEW FRAGRANCES

trending scents!

#### **RHUBARB & JASMINE**

A vibrant blend of zesty orange and tangy rhubarb with a green, citrusy freshness defines the top notes, giving way to a delicate bouquet of white flowers infused with a hint of spicy clove and jasmine's sweetness. The base lingers with rich patchouli, smooth sandalwood, and creamy vanilla.

#### **OUDH & CEDARWOOD**

Soft floral accords of red velvet and violet leaves unfold into a rich heart of oudh, cedarwood, and a touch of clove, balanced by sweet praline and vanilla. The scent deepens with a warm base of amber, caramel, and woods.

#### SEA SALT & FIG

A zesty mix of fig, bergamot, mandarin, grapefruit, and peach top notes, lead into a heart of jasmine, ginger, and nutmeg. Closing with a base of patchouli and coumarin combined with cedarwood and amber.



# CENTED COLLECTION

Your new fragrance sidekick - the portable adventure! Spritz a touch of glamour to your car, jazz up your wardrobe, spice up your suitcase, boost your gym bag's aroma game, and turn any room into a fragrant haven. Say hello to freshness

- Beautiful fragrances which can be used virtually
- ✓ Impulse-buy/pick-up line to display near tills
- AYR sales cycle & AYR use, especially in warmer
- ✓ Bright & fun on-trend colour theme
- Top-selling signature scents recognised by
- Fast ROI and minimum investment for retailers



vetiver & musk



pomegranate & cashmere



pink grapefruit



nectar & sandalwood

2 NEW



lotus flower & waterlijy



elderflower & gooseberry



bergamot & honęy



oudh & cedarwood



80 CARD CDU



**60 CARD CDU** 

# Seasonal Pastels collection

## creating perfectly charming memories

As a fantastically festive offshoot of our bestselling Pastels Collection, these 4 fragrances are some of our all-time most popular Christmas scents!



gourmand

CINNAMON & APPLE earthy

FOREST SAGE & PINE sweet

VANILLA & SPICED ORANGE fruity

RED AMBER & CLOVE





30cl Glass Candle: PASCINN-05488 Tin Candle: PASCINN-06690 50ml Reed Diffuser: PASCINN-06584 200ml Diffuser Refill: PASCINN-06737 Wax Melt Bar: PASCINN-06591

forest sage & pine

30cl Glass Candle: PASFORE-05464
Tin Candle: PASFORE-06676
50ml Reed Diffuser: PASFORE-06607
200ml Diffuser Refill: PASFORE-06713
Wax Melt Bar: PASFORE-06614



30cl Glass Candle: PASVANI-05457 Tin Candle: PASVANI-06669 50ml Reed Diffuser: PASVANI-06645 200ml Diffuser Refill: PASVANI-06706 Wax Melt Bar: PASVANI-06652



30cl Glass Candle: PASREDA-05471
Tin Candle: PASREDA-06683
50ml Reed Diffuser: PASREDA-06621
200ml Diffuser Refill: PASREDA-06720
Wax Melt Bar: PASREDA-06638



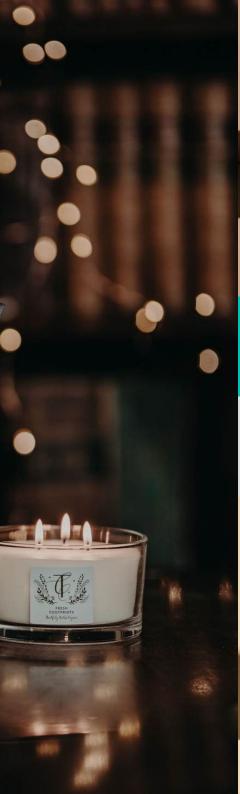


# fabulously festive fragrances

Somewhere deep in the Enchanted Woodland, a whispering trail of wood smoke rises from the Gingerbread Cottage as *glowing embers* flicker softly in the fireplace. To the sound of the last crackles, Dickensian *fireside tales* are told whilst warming mulled wine is sipped, creating magical memories. A freshly baked *figgy pudding* is set on the table, and the aromas of *sugar and spice*, and all things nice, dreamily drift through. Outside, *fresh footprints* lead off into the trees and down twisting burrows. Wait, there's something special *under the tree*, what could it be? Just wait till the morning and you will see!

Our wonderfully whimsical Enchanted Woodland Collection encapsulates the very essence of Christmas. Captivating the memories and moments made at this special time of the year, told through a harmonious linking of nostalgical shades and patterns. Let your imagination and senses flow with our collection of 6 fabulously festive fragrances!











#### **GLOWING EMBERS**

Tin Candle: ENCGLOW-08427 100ml Reed Diffuser: ENGLOW-08441 Wax Melt Bar: ENCGLOW-08465

#### FRESH FOOTPRINTS

Tin Candle: ENCFRES-06140 100ml Reed Diffuser: ENCFRES-06201 Wax Melt Bar: ENCFRES-06263

#### FIGGY PUDDING

Tin Candle: ENCFIGG-08434 100ml Reed Diffuser: ENCFIGG-08458 Wax Melt Bar: ENCFIGG-08472

#### UNDER THE TREE

Tin Candle: ENCUNDE-06157 100ml Reed Diffuser: ENCUNDE-06218 Wax Melt Bar: ENCUNDE-06270

#### FIRESIDE TALES

Tin Candle: ENCFIRE-06133 100ml Reed Diffuser: ENCFIRE-06195 Wax Melt Bar: ENCFIRE-06256

#### SUGAR & SPICE

Tin Candle: ENCSUGA-06171 100ml Reed Diffuser: ENCSUGA-06232 Wax Melt Bar: ENCSUGA-06294







# WONDERWICK LONDON

elevate every scented moment







Exuding glamour and luxury, Wonderwick London is our most refined collection. With elegant glass candles producing a soothing crackle as they burn thanks to a stylish wooden wick; and coordinating reed diffusers filling your home with sumptuous scent as the highly developed fragrance is thrown further for months; it's a classy collection you'll surely fall in love with!

With an extensive redesign and upgrade of the packaging, complimented with a brand new ontrend colourway, the collection now boasts 10 complex, yet beautiful fragrances cleverly coordinated across Noir, Blanc, Mauve, and limited edition Marine.

**30cl Glass Candle:** ~ 50 hours burn time **200ml Reed Diffuser:** ~ 18 weeks fragrance time





Dive into a coastal paradise with our exclusive Wonderwick Marine Special Edition!

#### **SEA KELP & CYPRESS**

A refreshing blend of coastal breeze, marine and sea salt merges with jasmine, which is supported by dry woods, amber and musk base notes.

**30cl Glass Candle:** WWBSEAS-78845

**200ml Reed Diffuser:** WWBSEAS-78760

**200ml Diffuser Refill:** WWBSEAS-06089





#### **OAKMOSS & JASMINE**

**30cl Glass Candle:** WWMOAKM-06003

200ml Reed Diffuser: WWMOAKM-06034

**200ml Diffuser Refill:** WWMOAKM-06126

#### YLANG YLANG & ELEMI

**30cl Glass Candle:** WWMYLAN-05983

**200ml Reed Diffuser:** WWMYLAN-06010

**200ml Diffuser Refill:** WWMYLAN-06102

#### **TONKA & SUEDE**

**30cl Glass Candle:** WWMTONK-05990

**200ml Reed Diffuser:** WWMTONK-06027

**200ml Diffuser Refill:** WWMTONK-06119

THE COUNTRY CANDLE CO. 2025 ©

#### **AMBER & LAVENDER**

**30cl Glass Candle:** WWNAMBE-03927

**200ml Reed Diffuser:** WWNAMBE-03910

**200ml Diffuser Refill:** WWNAMBE-06065

#### **VETIVER & OUD**

**30cl Glass Candle:** WWNVETI-03934

**200ml Reed Diffuser:** WWNVETI-03941

**200ml Diffuser Refill:** WWNVETI-06058

#### **BLACK POMEGRANATE**

**30cl Glass Candle:** WWNBLAC-70139

**200ml Reed Diffuser:** WWNBLAC-70146

**200ml Diffuser Refill:** WWNBLAC-06041





#### **SEA SALTED FIG**

**30cl Glass Candle:** WWBSEAS-78845

**200ml Reed Diffuser:** WWBSEAS-78760

**200ml Diffuser Refill:** WWBSEAS-06089

#### **BASIL & MANDARIN**

**30cl Glass Candle:** WWBBASI-75929

**200ml Reed Diffuser:** WWBBASI-78753

**200ml Diffuser Refill:** WWBBASI-06072

#### **COCONUT & MANGO**

30cl Glass Candle: WWBCOCO-75899

**200ml Reed Diffuser:** WWBCOCO-78722

**200ml Diffuser Refill:** WWBCOCO-06096





meadow breeze

**50ml Reed Diffuser:** ELMEADO-07581 **Tin Candle:** ELMEADO-07024





## country botanics

**50ml Reed Diffuser:** ELCOUNT-07598 **Tin Candle:** ELCOUNT-07017





garden retreat

**50ml Reed Diffuser:** ELGARDE-07628 **Tin Candle:** ELGARDE-06973



# field, farm & garden collection

Combining heart-warming hand drawn illustrations & fresh, nature inspired fragrances to brighten your day.

Emma's dream was always to become an illustrator, a passion which started in childhood and went alongside a keen interest in nature. However, her career took a different path and she worked for over 20 years in the NHS as a Clinical Neuropsychologist. She took the leap 7+ years ago and in that time, has won awards, become a published author/illustrator, established stockists in the UK and beyond, and built up a strong licensing portfolio.

This collaboration celebrates Emma's fun hand-drawn illustrations that are so well recognised, with British country fresh fragrances.

LICENSED BY THE COUNTRY CANDLE CO.







**50ml Reed Diffuser:** ELWILDB-07604 **Tin Candle:** ELWILDB-06997





### woodland walks

**50ml Reed Diffuser:** ELWOODL-07635 **Tin Candle:** ELWOODL-07000





field fresh

50ml Reed Diffuser: ELFIELD-07611







cosy christmas

**50ml Reed Diffuser:** ELCOSYC-07727 **Tin Candle:** ELCOSYC-07789







**50ml Reed Diffuser:** ELFESTI-07765 **Tin Candle:** ELFESTI-07826





figgy pudding

**50ml Reed Diffuser:** ELFIGGY-07734 **Tin Candle:** ELFIGGY-07796



# festive collection

Festive fragrances brought to life with heart-warming, fun illustrations for a warm & cosy Christmas.

Frosty skies, flakes of snow & a freezing chill in the air.

Sheltering the herd, collecting the tree, with scarves & hats to wear. Christmas spirit with Emma's details of a robin or holly sprig, combined with warm, cosy scents of a festive clove, cinnamon or fig.



tin candle cdu available for both collections!





frosted pine

50ml Reed Diffuser: ELFROST-07741 Tin Candle: ELFROST-07802





## snowy trails

**50ml Reed Diffuser:** ELSNOWY-07772 **Tin Candle:** ELSNOWY-07833







**50ml Reed Diffuser:** ELWINTE-07758 **Tin Candle:** ELWINTE-07819





Bree Merryn is one of the UK's best-selling wildlife artists. Based in the Yorkshire Dales, surrounded by chocolate box cottages and endless rolling hills, Bree gathers inspiration from the abundance of animals and the stunning beauty that nature has to offer.

30cl Glass Candle: ~ 50 hours burn time

100ml Reed Diffuser: ~ 12 weeks fragrance time

Pack Quantities (3)

BRIBERG-07307

#### **BUMBLE & BUDDIES**



**BECK AND BUMBLE** lavender & patchouli



**BRISTLE AND BUMBLE** bergamot & honey



**BRANDY AND BUMBLE** peruvian rosewood



**BRAMBLE AND BUMBLE** neroli & basil



HIGHLAN

**BETSY** neroli & basil



HAPPY HIGHLANDS lavender & patchouli





The Country Candle Co. are excited about this latest collaboration with Bree, celebrating some of her most popular and distinctive artworks, combined with four of our top trending fragrances, available in three charming collections; Bumble & Buddies, Highlanders, and British Wildlife. We are pleased to support Bree as she continues to expand her product portfolio, making this licensed collaboration the very first Bree Merryn Home Fragrance offering!

#### **IDERS**



cuddly coos
peruvian rosewood



SILAS
bergamot & honey

#### **BRITISH WILDLIFE**



HARLEY
neroli & basil



**OSWALD** *lavender & patchouli* 



HAYLEY peruvian rosewood



SNUBERG-07451

**SNUGGLE UP**bergamot & honey



# in-store merchandising

#### COLOUR GRADING SUGGESTIONS

herb garden



pastels - spring | summer



pastels - autumn | winter



enchanted woodland variation 1



enchanted woodland variation 2





#### A-FRAME STAND



Taking up less than 1m sq., our solid wooden A-Frame Stands are extremely versatile and compact. Finished in durable, wipe clean white laminate.

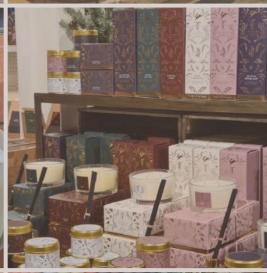






















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