



*Beautifully British Fragrance*



RHUBARB & JASMINE  
*Beautifully British Fragrance*

EDITION 19



VETIVER & MUSK  
*Beautifully British Fragrance*

# 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 COUNTRY CANDLE CO. 2026 ©

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STRONG & LONG  
LASTING SCENT



HANPOURED IN  
HAMPSHIRE



NATURAL WAX &  
COTTON WICKS

**Proven performers, year-round appeal.** Our Pastels Collection delivers consistent sell-through with timeless design and a broad fragrance range, making it a core favourite for retailers. The refreshed Coast & Country collection adds a contemporary, apothecary-inspired edge with nature-led scents designed for every season. Both ranges are fully supported with impactful POS and merchandising, from display stands and testers to coordinated accessories ~ driving visibility, engagement, and repeat purchase all year round.

# Core Collections

sustaining sales across every season





*country-luxe, refined into fragrance*

Across the grounds of an English estate, a new day unfolds. A fresh sea breeze drifts on the morning air, as gardens wake to sunlight and hedgerows grow ripe for gathering. Linen billows on the line, and the warming scent of polished leather rises from the courtyard workshop; a quiet portrait of country life.

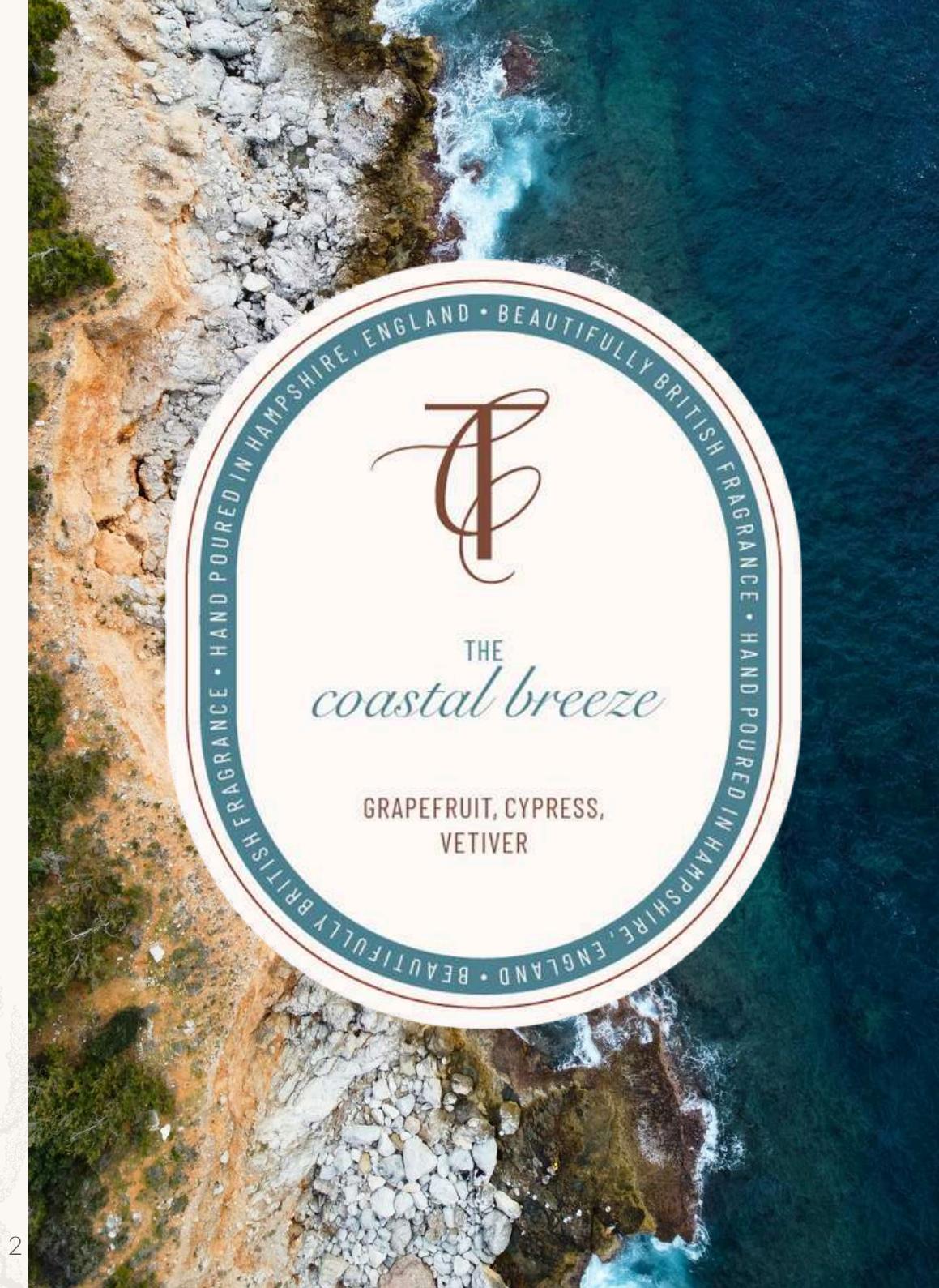
150g Glass Jar Candle: ~ 30 hours burn time

230g Glass Candle: ~ 50 hours burn time

100ml Reed Diffuser: ~ 12 weeks fragrance time

200ml Diffuser Refill: ~ 18+ weeks fragrance time

Wax Melt Bar: ~ 60 hours fragranced melt time



BEAUTIFUL NEW  
LOOK & FRAGRANCES FOR 2026!





# fragrance storytelling

To bring each scene to life, every fragrance reveals its top, heart, and base notes, unfolding naturally, like a moment in nature, from first impression to lasting memory.



# behind the names

Each name evokes a distinct scene from quintessential English country life. From a bracing breeze rolling in from the coast, to the calm of a rose garden, kept pristine behind its tumbled brick wall border. As the first rays of sun warm the kitchen garden, fresh linen billows on the washing line and the rich comfort of handcrafted leather rises from the estate saddlery. Somewhere over the fields, wild berries grow ripe for harvest in the hedgerows. Together, they capture quiet moments and familiar settings, creating a real sense of place that feels grounded and timeless.

BLACKBERRY  
OSMANTHUS  
MINT LEAF

FIG LEAF  
VINE LEAF  
WHITE MUSK

ORANGE BLOSSOM  
COTTON  
SANDALWOOD

THE  
hedgerow harvest

THE  
kitchen garden

THE  
washing line

ROSE  
GERANIUM  
OAKMOSS

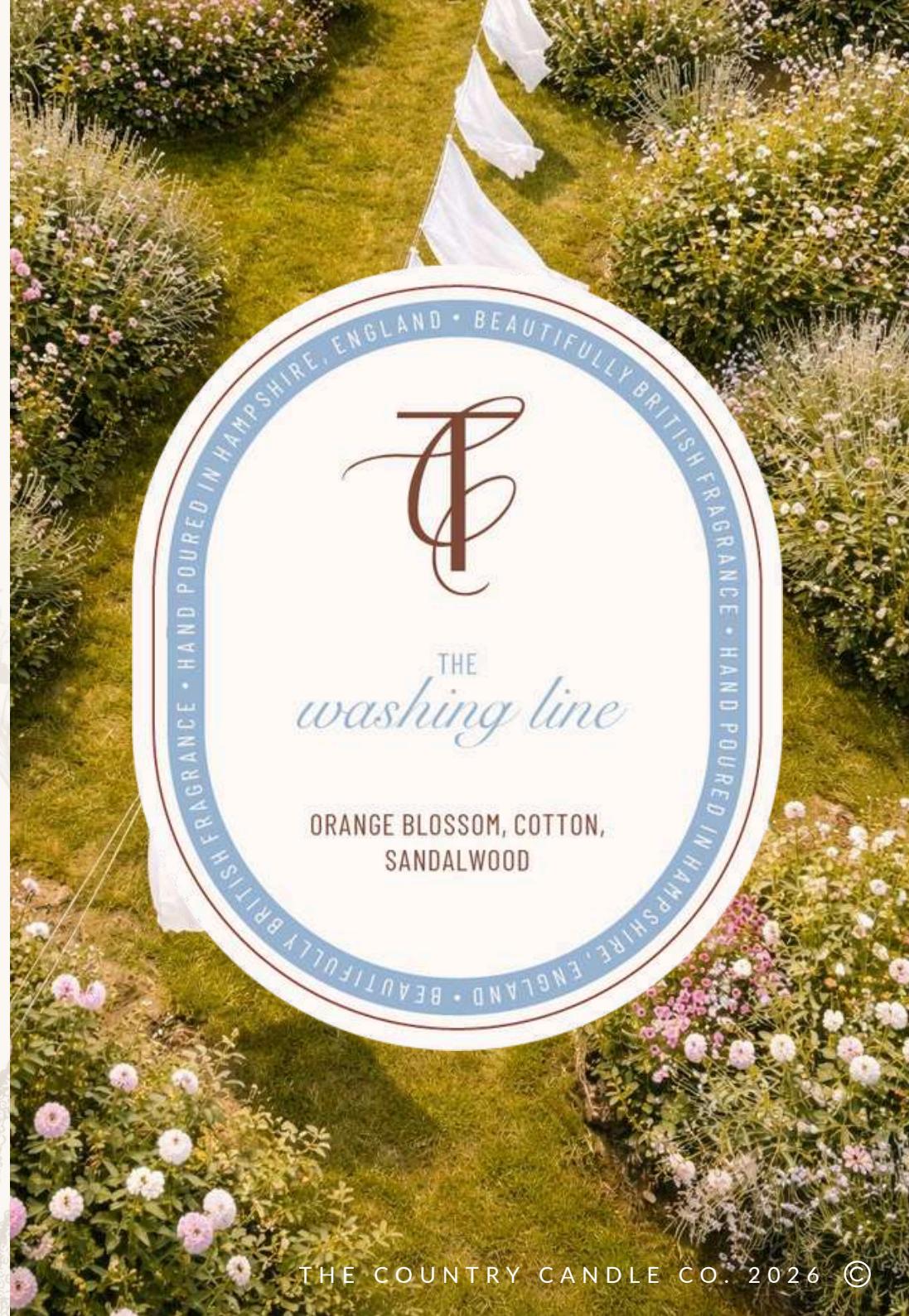
HONEY  
LEATHER  
TOBACCO

GRAPEFRUIT  
CYPRESS  
VETIVER

THE  
walled garden

THE  
estate saddlery

THE  
coastal breeze



# THE *Pastels* COLLECTION

*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!

180g Tin Candle: ~ 35 hours burn time

230g Glass Candle: ~ 50 hours burn time

100ml Reed Diffuser: ~ 12 weeks fragrance time

200ml Diffuser Refill: ~ 18+ weeks fragrance time

Wax Melt Bar: ~ 60 hours fragranced melt time

15ml Pure Fragrance Oil: use in oil burner



FOR OVER 10 YEARS! BEST SELLING FRAGRANCE





BLACK  
POMEGRANATE  
fragrant mandarin - rich cashmere



PEAR  
& FREESIA

floral jasmine - elegant musk



LIME, BASIL  
& MANDARIN

vibrant grapefruit - fresh moss



# THE Timeless Classics TRIO

We're always exploring new and trend-led fragrances, but sometimes, our customers just can't resist an old favourite. Which is why we're excited to reintroduce a trio of classics within our Pastels Collection. Cherished scents that have stood the test of time and embody the three pillars that make Pastels so special and successful: Timeless, Elegant, and Classy. From the very beginning, these fragrances have been part of our story, and we can't wait to see how they shape our future.



*mucky*  
VETIVER  
& MUSK



*green*  
NEROLI  
& BASIL



*earthy*  
BERGAMOT  
& HONEY



*fresh*  
SEA SALT  
& FIG



*fruity*  
RHUBARB  
& JASMINE



*woody*  
OUDH  
& CEDARWOOD



*fruity*  
NECTAR  
& SANDALWOOD



*fresh*  
PINK GRAPEFRUIT  
& LILY



*floral*  
LOTUS FLOWER  
& WATERLILY



*citrus*  
LIME LEAF  
& ZEST



*fresh*  
LIME, BASIL  
& MANDARIN



*woody*  
FOREST SAGE  
& PINE



*floral*  
LAVENDER  
& PATCHOULI



*fruity*  
PEAR  
& FREESIA



*earthy*  
BLACK  
POMEGRANATE



explore the full range of  
fragrance cards on page 24

**DISCOVER**  
*Scented  
Expressions*



Beautifully British Fragrance



Beautifully British Fragrance



Beautifully British Fragrance

Spring/Summer, effortlessly refreshed. Our Herb Garden capsule ushers in the lighter months with uplifting, botanical scents inspired by nature's own aromatherapy - ideal for a seamless seasonal transition in-store.

# Spring / Summer

driving seasonal growth

THYME & LEMONGRASS

*Beautifully British Fragrance*

# THE Herb Garden 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.

180g Tin Candle: ~ 35 hours burn time

230g Glass Candle: ~ 50 hours burn time

100ml Reed Diffuser: ~ 12 weeks fragrance time

200ml Diffuser Refill: ~ 18+ weeks fragrance time

Wax Melt Bar: ~ 60 hours fragranced melt time

## EUCALYPTUS & VERBENA

A fresh blend of bergamot, basil, and spearmint as top notes, leading to tarragon, verbena, and green eucalyptus at the heart. Jasmine and vanilla add warmth at the base.



OTHER FRAGRANCES  
IN THE COLLECTION:

BAY  
& ROSEMARY

*spicy laurel - zesty bergamot*

THYME  
& LEMONGRASS  
*fresh elemi - herby mint*

GINGER  
& MINT

*hearty clove - aromatic chamomile*

CLARY SAGE  
& WOODS

*citrus orange - woody pine*





**Autumn/Winter made easy.** Our Seasonal Pastels transition seamlessly in-store from August through to January and February, with a considered colour palette and fragrances that offer a longer sell-through than typical seasonal ranges. Alongside this, Enchanted Woodland is a beautifully crafted, premium gifting collection - designed to stand apart from lower-cost imported lines, encourage repeat purchase and build long-term brand loyalty.

# *Autumn / Winter*

maximising seasonal sales



# THE 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!

70g Glass Votive Candle: ~ 20 hours burn time

180g Tin Candle: ~ 35 hours burn time

230g Glass Candle: ~ 50 hours burn time

100ml Reed Diffuser: ~ 6 weeks fragrance time

200ml Diffuser Refill: ~ 18+ weeks fragrance time

Wax Melt Bar: ~ 60 hours fragranced melt time

*beautiful new amber glass candles & diffusers*



*sweet*

VANILLA  
& SPICED ORANGE



*earthy*

CEDAR  
& FRANKINCENSE



*gourmand*

CINNAMON  
& APPLE



*fruity*

RED AMBER  
& CLOVE



PERFECT AUTUMN WINTER FRAGRANCE FOR 2026!



## CEDAR & FRANKINCENSE

A spicy blend of clove and cinnamon gives way to floral notes of patchouli, ylang-ylang, and geranium. A leathery base of labdanum, cedarwood, frankincense, and musk adds a resinous depth.

### OTHER FRAGRANCES IN THE COLLECTION:

#### VANILLA & SPICED ORANGE

*citrus fruits - sweet crème brûlée*

#### CINNAMON & APPLE

*spicy ginger - warm caramel*

#### RED AMBER & CLOVE

*juicy fruits - rich tonka bean*

★★★ \* 

THE  
*Enchanted*  
*Woodland*  
COLLECTION 

*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* takes pride of place upon the table, the centrepiece for a secret *midnight feast*. Outside, *fresh footprints* lead off into the woods 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 nostalgic shades and patterns. Let your imagination and senses flow with our collection of 6 fabulously festive fragrances!



eucalyptus & patchouli



GLOWING EMBERS

UNDER THE TREE



forest sage & pine

warm caramel & tonka



FIGGY PUDDING

FIRESIDE TALES



red amber & clove

tiramisu & rum



MIDNIGHT FEAST

FRESH FOOTPRINTS



bergamot & cardamon

# Gingerbread House

GLASS VOTIVE CANDLE GIFTS

A best-selling favourite, our much-loved Gingerbread House votive candles return for Christmas 2026 by popular demand. Now refreshed with an elegant touch of gold foil, these beautifully presented votives continue to capture hearts with their charming design and irresistible gifting appeal.

20 hours burn time



GLOWING EMBERS

FIGGY PUDDING

FIRESIDE TALES

FRESH FOOTPRINTS

UNDER THE TREE

MIDNIGHT FEAST

FESTIVE SCENTS! BOTH ITEMS AVAILABLE IN ALL 6 FESTIVE SCENTS!  
IN ALL 6 FESTIVE SCENTS! BOTH ITEMS AVAILABLE IN ALL 6 FESTIVE SCENTS!

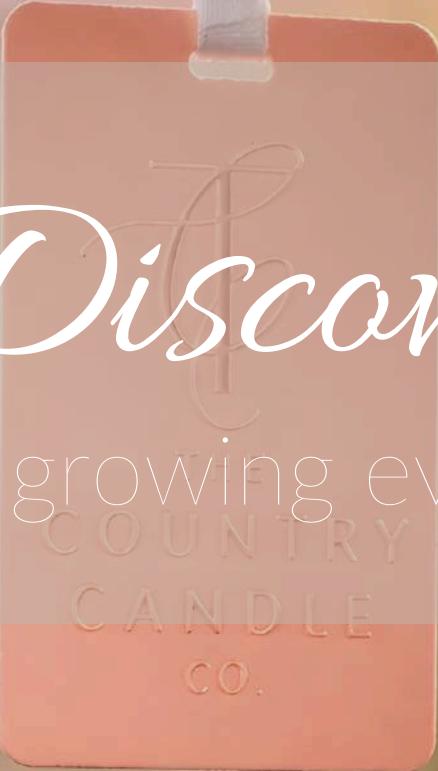
# Multi Wick

LUXURY 3 WICK  
GLASS CANDLES

A returning favourite, our much-loved luxury 3-wick candle makes a stunning centrepiece and is designed to enchant both the eye and the senses. An exquisite gift and an essential part of the festive collection.



*beautiful gift box  
packaging*



*Discover more*

growing everyday sales

COUNTRY  
CANDLE  
CO.

**Discover more ways to fragrance everyday moments.** Explore our Scented Expressions fragrance cards, a simple yet impactful way to scent cars, wardrobes, suitcases & more, alongside our Emma Lawrence licensed collection. Featuring heart-warming, hand-drawn illustrations paired with fresh, nature-inspired fragrances, this range includes tin candles, reed diffusers and a much-loved festive collection, offering thoughtful gifting and charming lifestyle additions throughout the year.

# Wax melts & burners

A timeless, minimalist accessory designed to pair beautifully with our wax melt collections. Finished in soft white ceramic, it complements any interior and offers a simple, elegant way to enjoy home fragrance.

Ideal as a gift or an easy add-on purchase, the melter gently releases fragrance when paired with our wax melts, creating an inviting atmosphere in minutes. A perfect companion piece to encourage discovery across our wide wax melt range and enhance in-store appeal.



# THE *Scented* *Expressions* COLLECTION

## LUXURY FRAGRANCE CARDS

*A colourful, compact line that drives quick sales and showcases our signature scents in a fun, accessible way.*

Thoughtfully designed to be mess-free and leak-free, these travel-friendly fragrance cards are perfect for your car, wardrobe, or any small space that deserves a touch of elegance. Enjoy up to eight weeks of captivating scent, a little luxury you can take with you, anytime.



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Vetiver & Musk



Oudh & Cedarwood



Nectar & Sandalwood



Lotus Flower & Waterlily

NEW TRENDING FRAGRANCES FOR 2026!



Black Pomegranate



Pink Grapefruit & Lily



Bergamot & Honey



Lime, Basil & Mandarin



Forest Sage & Pine



new consumer-friendly display unit design

## Why Stock?

- Strong AYR sales and usage, especially in warmer months
- Cards can be used to fragrance a space virtually anywhere
- Ideal impulse-buy line to display near tills
- Bright, fun, and on-trend colour theme
- Features our top-selling signature scents
- Fast ROI with minimal investment for retailers



COAST &  
country



The Coastal Breeze



The Washing Line



Combining heart-warming hand drawn illustrations & fresh, nature inspired fragrances to brighten your day. This collaboration celebrates Emma's fun hand-drawn illustrations that are so well recognised, with British country fresh fragrances.

The freshest of fragrances that use heart-warming illustrations to evoke wonderful memories of your favourite places around Britain.

Natural wonders, fresh sea air or a traditionally made sweet treat, By the coast, fun at fayres or where hills and rivers meet,

The best of Britain, its beauty and joy, which Emma's drawings portray, With the freshest scents to spark memories of a truly special day.

Tin Candles | 50ml Reed Diffusers



18 tin candle  
CDU

## Sentiments Collection

Mini Tin Candles



baby girl



birthday wishes



special friend



thank you



baby boy



new home



24 mini tin candle  
CDU



LICENSED BY THE COUNTRY CANDLE CO.

# Field, Farm & Garden Collection



meadow breeze (cedar & vanilla)



wildberries (fig & cassis)



# Out & About in Britain Collection



beach life (coconut & mango)



nature trail (hedgerow berries)



country botanics (rhubarb)



woodland walks (lily & violet)



fun at the fayre (lime & basil)



setting sail (patisserie)



garden retreat (elderflower)



field fresh (rose & patchouli)



it's show time! (chai & jasmine)



wild & free (orange blossom)



## 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.



cosy christmas (amber & clove)



frosted pine (sage & pine)



festive glow (spiced orange)



snowy trails (ginger & cedar)



figgy pudding (fig & cassis)



winter pastures (frankincense & myrrh)

# Point Of Sale

Curating retail excellence is in our DNA. We don't just craft beautifully British home fragrances, we help you, our retail partners, bring them to life in-store too. From thoughtfully designed point of sale materials to hands-on merchandising support, our team ensures your displays perform consistently throughout the different seasons. We also take the time to understand your store, your customers, and your space, curating collections and layouts that inspire discovery and drive sales. With regular visits, friendly guidance, practical solutions, and sharing what's working across our network, we strive to provide everything you need to showcase The Country Candle Company at its very best!

*a-frame display*



*cable drum display*



*dual sided 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.

*large gingerbread house prop for our Enchanted Woodland collection*



*storytelling centre piece display unit*



# *Eco-conscious at our core*

Guided by our mission to reduce our environmental footprint, we make eco-conscious decisions for everything, from packaging boxes to the tins we use for our candles.

## **ZERO WASTE PRODUCTION**

We strive for near zero waste in our production line by reusing and melting down unscented excess wax,

## **LOCAL SOURCING**

Wherever possible we source materials locally within the UK,

## **ECO-FRIENDLY PACKAGING**

We take immense pride in our packaging design, choosing non-plastic materials to ensure each package is eco friendly, reusable and recyclable. Our scented candle tins are crafted from recycled metals and are 100% recyclable,

## **BIO FILL**

We use dissolvable, biodegradable foam and 100% recycled paper in our post packaging process. The innovative foam dissolves in water leaving no residue.

## **GMO-FREE**

## **VEGAN - FRIENDLY**

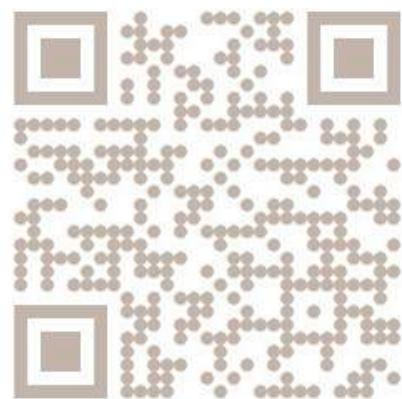
## **PALM OIL - FREE**

## **ALCOHOL - FREE**



FIND US

Online



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**MADE IN  
BRITAIN**®

