

# PRESS RELEASE

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**NATIONAL  
CANDLE  
MONTH**

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Founded in 2013 by a Committee of the National Candle Association and published on several social media platforms, this effort is authored and managed by leading home fragrance industry experts. Their objectives seek to educate and inspire around decorating, gift giving and crafting with candles. Light A Candle Tonight!

## Home Fragrance Scents 2017

While we struggle to actually achieve it, Americans have aspirations towards a more healthy and secure lifestyle and a sense of well-being. Stress chases us in our uber connectedness, where a sea of devices pulls our attention in every direction with an influx of media messages focused on fear and negativity. We seek reassurances from our cultural past and comfort in nostalgic references that ground us in times of uncertainty. Uncluttered has been the décor mantra for several years now.

More recently, many Gen X and Millennials have also abandoned man-made materials for wood, stone, texture and organic origins. This plays out in kitchenware and décor accessories that look like they just arrived from 1920 sitting next to polished aluminum pans and iPads. We want to describe our things as crafted, not manufactured. This back-to-basics approach is seen in the growing interest in farmer's markets, organic and fair-trade ingredients, eco-friendly packages and crafted products via sites like Etsy. We don't want our home fragrance to be akin to plastic either, leaping out at you like Kool Aide on steroids. Scent too should be a craft.

What we see going on in the chocolate industry is a good representation of what is also up-trending with fragrance. Chocolate is being recalibrated for adult tastes with the addition of savory umami, pepper, Chinese 5 spice and bacon additions to predominately dark chocolate. Complex and rich but smooth and elegant cocoa creations include bourbon infusions while earthy variations include mushrooms. Complex infusions are developing all across the food and beverage range. One look at the craft beer industry's rocketing success story clearly shows this trend. Right down to how we prefer our oatmeal or scone, subtle and edgy complexity rules. If anything, the world of home fragrance has been a bit slow in hitting this same trail.

Consumers under 35 don't want to be labeled (dealing a heavy blow to brands like Abercrombie) or relegated to what they see as common or following. They want to identify personally and emotionally with the products they use. Their relationship with the scents they explore and select will become increasingly intimate, continuing to drive the niche scent trend in home fragrance.

So how does complex, infused, eco-earthly, culinary, edgy, gender neutral scent play out? It starts with a growing use of florals in exotic and/or unexpected blends. The color trends around the pastels and tropical hues has them grayed slightly, making them more sophisticated, cool and less fragile. They are more interesting and unique just as the scents are becoming when a floral is "grayed" with the addition of an opposite scent. Examples include blending rose with leather, freesia with musk, jasmine with oud or lily with ginger. Already on this trend are examples from Jo Malone of velvet rose oud, peony blush suede and dark amber ginger lily, and Diptyque's Baies (berries and Bulgarian roses).

Tropical scents are also moving from sweet punch to infused cocktails. They inspire a sense of escape and adventure, enhanced by the 2016 Olympics being held in Rio. The few basic tropical fruits that have dominated this category for both candles and personal care are now too much the stuff of sun screen and kids smoothies. To stay relevant and exotically interesting, they must be paired with both unusual berries like acai or goji and richer and darker notes like bourbon, sandalwood, juniper berries, ginger, coffee and similar scents. Garnish the top of the scent with mint or a floral like lotus and the tropical category is all "grown up" instead of commonly sweet and sticky (i.e. mimosa cardamom from Jo Malone and Makassar ebony peach from Voluspa). Coconut is a perennial favorite in this category, but it will be reimagined as coconut musk or a version equally unexpected.

And similar to the tropical category, fruits will continue to explore how they can be paired, expressing their bitter as well as their sweet sides. In 2016 we have seen rhubarb find a strong following with its tang that gives the fragrance a bit of a bite. L'Occitane paired it with grapefruit in the pamplemousse rhubarb scent that includes accords of the bitter inner peel of the grapefruit. Expect this tartness to continue and be merged with floral notes to make fruits even more complex and interesting.

Acai  
Agarwood  
Amber  
Basil  
Blackberries  
Blood Orange  
Bourbon  
Cactus  
Cardamom  
Cilantro  
Coconut  
Cognac  
Dark Rum  
Desert Sand  
Dragon Fruit  
Freesia  
Ginger  
Goji  
Grapefruit  
Jasmine  
Juniper Berries (Gin)  
Lily  
Lotus  
Mandarin  
Marshmallow  
Mint  
Moss  
Oud  
Peony  
Pepper  
Praline  
Rhubarb  
Rose  
Saffron  
Salted Caramel  
Sea Sale  
Suede  
Tea Notes  
Tea Tree  
Tobacco  
Violet  
Yuzu

The earthy side of home fragrance speaks to the fusion of 2017 with 1917 and shopping for unique finds at the farmer’s market, organic food store, Etsy or DIY supply store. Seeking the grounding effect associated with “natural” and organic also enhances the desire for a healthy lifestyle. This territory has historically been populated by sweet fruits like “preserves,” wild flowers and some herbs. But our tastes for foods in this category have transformed to artisan versions that infuse spice and unanticipated flavors into everything from pickles to jam. In home fragrance this category is experiencing an artisan transformation as well, with much less sweet and much more earthy, savory, spicy sensory texture. Niche candle scents began noticeably trending in this direction in 2013 and the ability of prestige lines to bring this to market is in part driving the sales growth in the lux candle market. A few examples include Voluspa’s pomegranate patchouli, Jo Malone’s lime basil mandarin and wood sage sea salt and Delirium’s Celebrate (cranberry, blood orange, cinnamon leaves, eucalyptus, moss and pine). Continuing to follow culinary trends, expect the unexpected in 2017 in home fragrance earthy scents with more peppery and spicy notes as well as more dusty, mossy notes (think mushrooms in the food world and tropical rainforests).

Gourmand is a tricky category that really lives in two worlds, just as the food it is based on does. There is the more simple dessert that hits the sweet tooth and brings back memories, like Jeni’s ice cream in ever changing flavors or a slice of pie from the gourmet deli. And then there are the experiential desserts served in trendy restaurants. Examiner.com says “pastry chefs have already been starting to take their menus in less sweet directions, using sea salt and bacon as ingredients. But now they’re creatively turning to vegetables as a main ingredient. Whether it’s bursts of green or a vibrant orange, we’re suddenly seeing carrot cake pushed in the *carrot* direction.”

During the holiday season, we will perpetually love the sweet reminders in scents that feature vanilla and baked notes. Sales at this time of year will always be strong for pumpkin, baked and spiced apples or pears, sugar cookies, maple sugar and all things cinnamon. The sense of adventure will take us to the edge of the box, but not outside it, with variations on marshmallow and salted caramels, infusions of mint and the occasional addition of scents like bourbon and rum that marry well to praline. Bath & Body Works and Yankee really are the drivers in this space.

Hitting the lux version of gourmand requires a careful balancing act that drives in complexity and avoids being cloying or novelty. Nick Steward, Director of L’Atelier Création at L’Artisan Parfumeur says “It’s easy for a gourmand to fall into clichéd ‘foodie’ notes. It’s up to the perfumer’s talent to avoid falling into this edible aspect.” Chocolate and vanilla have been paired with woods like patchouli for some time, but now it is being taken beyond that into new adventurous spaces. In the perfume world we see examples like Maomi Goodsir or du Serail, with notes of fruit, rum, sage, ylang-ylang, honey and tobacco. Earthy food scents like cocoa, molasses and honey and other natural taste treats will be merging with savory scents, florals and spice. Think notes like vetiver Tonka, ginger, jasmine, pepper, and even vegetable, herb and green notes like saffron, fennel, carrot and beetroot.

The past two years have seen the US population getting into the spirit of the explorer’s lounge (every pun intended). What began several years ago as an artisan wine movement has taken over every form of liquor now, from beer to distilled spirits. This goes hand in hand with the regional handmade, craftsman as artist, naturally derived materials swell at retail. These regional brewers and distillers are creating very clever and eye catching labels/marketing along with a mastery of the English language in describing their product. They add unusual infusion flavors and in many cases also add longer aging and short production runs (you want it because there is not very much to be had). You can be sure the fragrance world is gearing up to jump on board this juggernaut. Bourbon and whisky infused scents began hitting candle lines two years ago, but not really in the artisanal fashion that is driving the beverage industry. We saw prestige candle makers like Voluspa and Nest mixing bourbon with vanilla. To catch the wave, the niche candle makers are just beginning to find this space in its true form, with scent aspects that offer similar hooks like aging, rare essential infusions and limited production runs. This is then be married to the other aspect being leveraged by the alcohol artisans, very creative marketing and labeling and a focus on being regional.

Also in the explorer’s lounge we find leather and tobacco along with metal or vacuum metalized glass containers, brass in particular (brass is also a favorite metal for specialty liquor ware). Deep, musky woods are blended with suede and tobacco to create candles that are natural companions to enjoying a distilled and aged beverage. This type of scent has seen many new arrivals in the prestige candle market in 2016 and will continue to grow in 2017. A few examples include Delirium’s sweet tobacco

Out	In
Artificial	Essential
Lacking Complexity	Sophisticated
Overpowering	Comfortably Present
Sugary Sweet	Culinary Inspired
Manufactured	Earthy
Common	Edgy
Overtly Feminine	Gender Neutral
Broadly Distributed Brand	Individuality

(sweet tobacco leaf, sandalwood, Virginian cedar, Tonka bean and musk) and their suede and smoke (tobacco leaves, moss, papaya, lapsangsouchong dark tea and green manda). Molton Brown offers black leather and cade (birch oil, cedarwood, cade oil, black leather, tar accord, amber, warm woods) and their black peppercorn (ginger, amber, bergamot, coriander, vetiver). Jonathan Adler’s Pop Bourbon candle features a davana, cognac, leather, birch, cedar blend scent in a metalized copper glass container. Ovando NY’s L’Hiver L’Hiver is reminiscent of warm cozy nights in front of the fireplace with notes of rich bourbon vanilla blended with tobacco and anis, topped with hints of cardamom and bee honey. This kind of combination is the ghost of Christmas future in the explorer’s lounge.

# Chocolate Lovers Choosing Savory Flavors

BY RICHARD THOMPSON

The holidays are quickly approaching, and specialty confectioners are looking beyond fruit infusions to cater to more exotic tastes in their chocolate lines. According to the National Confectioners Association, while shoppers are drawn to traditional favorites, they continue to look for new and different items.

Confectioners haven't been shy to embrace this taste shift and the \$79 million dollar market share it represents. "You have got to get exotic now," says Jack Epstein, Owner of Chocolate Covered Sweets and Gifts. "This is a global craft chocolate thing now... Some of the more exotic inclusions that I've sold have been the bacon bar, Parmesan bar, blue cheese, porcini mushroom bar and paprika bars."

The salted caramel and chile infusions that ignited the popularity of flavored chocolates has inspired customers to look for more unique specialty blends such as the Chocolate Covered Company's Gourmet Chocolate Covered Jalapenos. This gourmet combination comes in sweet peppers or spicy jalapenos and offers a fiery flavor of sweet and spicy.

The Mo's Bacon Bar from Vosges Haut Chocolat is infused with applewood-smoked bacon, alderwood-smoked salt and rich milk chocolate, for a campfire aroma that offsets the sweetness of the chocolate. The Super Dark Parmesan-Peppercorn Bar is part of the company's super dark line, containing 72 percent dark chocolate, yet still maintaining a gooey texture.

"You know, a lot of surprising things can

taste great in chocolate. With savory flavors, you can go as far as you'd like, even including umami," says Brad Kintzer, Chief Chocolate Maker at TCHO. Known as the fifth flavor, umami is finding home in chocolate as a savory inclusion, offering a new chocolate-eating experience, says Kintzer.

Traditional pairings with chocolate are making a comeback too, according to Kintzer. "Maple is a beautiful partner," he says. In addition to maple flavored chocolates, Kintzer has seen bourbon-infused nips come back into favor, this time with less sugar and fewer preservatives. "It's chocolate re-calibrated for grown-up tastes," he says.

Jacky Recchiuti, Creative Director and Owner of Recchiuti Confections, along with her husband Michael Recchiuti, has

brought out a new Shiitake Mushroom Truffle, which has an earthy, sweet flavor. "We want to maintain our relationship with Far West Funghi, our neighbor in the Ferry Building, and their shiitake mushroom. It's not about shock value with these infusions; it's about pairing [the mushroom] with chocolate and finding a nice balance of flavors," says Jacky Recchiuti.

Currently, Recchiuti Confections continues to refine its flavor combinations with earthy, smoky hints in its chocolate. The next few months will see the introduction of the company's new line of nougat candies that will be infused with Chinese Five-spice powder, nullifying the traditionally honey notes with a more earthy punch. This line is expected to be launched by the holiday season. **GN**

<http://www.gourmetnews.com/>

## Vegetables in ice cream?

Häagen-Dazs Japan is introducing two limited-time ice cream flavors that blend fruit and vegetables. Care for some carrots mixed with oranges? How about tomatoes blended with cherries? Spoon Vege – pronounced "veggie" – was introduced in Japan May 12 and will remain on the market through the end of the year.

Häagen-Dazs loosely based the idea on the vegetable-and-fruit dessert trend among Japanese restaurants, says Bela Schweiger, vice president of Häagen-Dazs Japan. More people are eating desserts that include premium vegetables. "Vegetable and fruit desserts started to be featured in cafes and restaurants frequented by Häagen-Dazs Japan's target market: women in their late 20s and early 30s," says Bela. "So we looked at developing ice cream using a novel combination of ingredients." Bela says Häagen-Dazs Japan wants to keep the product "fresh" in the mouths of consumers, so that's why the two flavors will be available for a limited time. There are plans, however, to introduce more Spoon Vege flavors.

This is not the first time the Häagen-Dazs Japan has inserted vegetables into its ice cream. Two years ago, the brand launched Sweet Purple Potato ice cream, which became one of the most successful new products in the 30-year history of Häagen-Dazs Japan. In selecting carrots and tomatoes for Spoon Vege's inaugural flavors, Häagen-Dazs Japan sought vegetables that proved ideal matches with oranges and cherries. "The sweetness of carrots and tomatoes balances well with the tartness of orange and cherry," Bela says. "The two vegetables were picked and paired with the fruits to achieve the best marriage in taste."

Häagen-Dazs Japan continues to consider a number of vegetable-and-fruit combinations for future Spoon Vege flavors. Examples of vegetables on that list include spinach, beets, broccoli, and a number of indigenous Japanese mountain vegetables.

<http://www.blog.generalmills.com/2014/05/vegetables-in-ice-cream/#sthash.C4D3RCXM.dpuf>

