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KRINGLE CANDLE UNVEILS "ATKINS CIDER DOUGHNUT" FRAGRANCE

BERNARDSTON MA - The Kringle Candle Company has announced a new fragrance for Fall 2012, "Atkins Cider Donut." The exciting new fragrance was formally unveiled to the public today at the landmark Atkins Farm country store in South Amherst MA and is currently in national rollout across America.

Kringle Candle president Mike Kittredge III said, "With the huge proliferation of home décor and food related content on television, the sophisticated giftware marketplace is increasingly demanding scents that are both interesting and realistic, and our new Atkins Cider Donut provides exactly that combination."

The new fragrance is available in Kringle's Classic Apothecary style glass jars, and other popular styles, featuring the company's signature all-white wax. "Cider Donut is a great fit with many of our other food and baking-related fragrances," said Mike Kittredge III. "Kringle Candle was founded on authentic, honest fragrances and uncompromising quality, and I'm very pleased with the response to our new Atkins Cider Donut."

Kittredge added that the inspiration for the fragrance came partially from an October 2008 article in *Saveur* magazine. The gourmet publication named the Atkins Cider Donut among the nation's Top 12 Doughnuts. "We realized we had a sort of foodie-related treasure right in our own backyard. Atkins' president Pauline Lannon mentioned the *Saveur* story to us and was very excited by the idea of a candle capturing that fragrance. As we evaluated the possibilities, it quickly moved from a fantasy to a 'what if' project in our lab."

Kringle CEO Mike Kittredge II, also in attendance, echoed his son's enthusiasm. "Atkins Farm is one of our great regional institutions, and I remember coming here as a youngster in the 1950s. Today, I still like to visit with my family, and we love the cider donuts of course. I think this new candle really conveys many great, warm feelings and memories and we see it doing very well for our giftware partners in New England, and well beyond."

The Atkins Cider Donut fragrance is available to consumers at the Kringle Candle store in Bernardston MA, through authorized Kringle Candle resellers nationwide and online at www.kringlecandle.com.

Kringle Candle was founded in 2009 and is headquartered in Bernardston MA. Kringle Candle is America's foremost designer, manufacturer and marketer of intensely-fragranced all-white candles.