



ROAM
Homegrown

LUXE HOME FRAGRANCE



Wholesale Catalog
2023

OUR STORY

That's us, after we quit our jobs, sold our house, pulled our kids out of school, and set off across North America in a 44' RV.

ROAM was born from that journey of self-discovery and connection within ourselves, our family, and the beautiful places we traveled to. We were literally making candles and gift boxes and running a growing business from the RV!

Memories are distinct recollections of small moments in time. If we could capture every moment of that journey we would (well... except the time we almost got arrested at the Canadian border, or the time Sam knocked the side mirror off the RV, or the time we left the water running while we went to an amusement park and flooded our coach...). But most of them!

Instead, we've chosen a select few of our favorite moments from our travels, captured them in our unique scents and fragrances, and poured luxe candles full of nostalgia, joy, and familiarity.

Our collections are inspired by the wonder and delight of our journey, allowing those authentic experiences to shine through with each candle you light.

Melody & Sam



MEANINGFUL MOMENTS

Our artisan-crafted soy candles will take you on a sensory journey with complex yet familiar fragrance blends. Take a trip back in time to revisit meaningful moments and celebrate the manifestation of your most joyful life.

OUR MISSION

ROAM Homegrown



Chile Mahogany

Embark on a scenic drive through rolling hills with base notes of mahogany and cedar, the sun peeking through as it sets over fields of chili peppers, sweet oranges, and clover.

Inspired by the Texas Hill Country



Rosemary Sage

An earthy scent reminiscent of herb gardens and fresh Italian cooking. Top notes of rosemary and sage and base notes of grounding patchouli and energizing eucalyptus.

Inspired by San Francisco's North Beach



Jasmine Citron

Blending fresh citrus scents with sugar and wild berries, this calming scent will transform your space into a spa-like retreat.

Inspired by Jasmine gardens in Phuket, Thailand



Gardena Neroli

An authentic blend of fresh cut grass and fields of tuberose, gardenia, and soft earth on a dewy spring morning.

Inspired by Butchart Gardens, Vancouver, BC



Lavender Driftwood

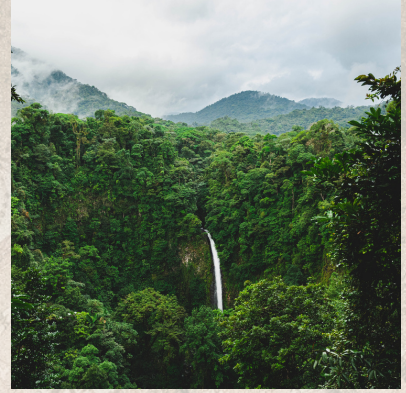
Get lost in the expansive horizons of the Pacific Ocean with notes of lavender fields and driftwood washed ashore, a journey back to where it all started for us.

Inspired by the California Coast

Santal Coconut

Celebrate *pura vida* (the "pure" or "simple life") with the dreamy scents of warm beaches, exotic excursions, and an escape from the trappings of our hectic world.

Inspired by our honeymoon in Costa Rica



Cardamom Tobacco

Aged tobacco and spiced cardamom combine with sweet honey and warm vanilla for a comforting scent that takes you around the world without leaving your home.

Inspired by family stories of Istanbul, Turkey



Grapefruit Saffron

Crisp citrus scents lend top notes of summer to energizing and revitalizing middle notes of mint, ginger and saffron.

Inspired by a summer of adventure down the West Coast



Juniper Cypress

Combining warm woody scents of Montana and Wyoming, the grandness of the Tetons, and shady hikes through the woods.

Inspired by the natural beauty of Yellowstone and Grand Teton National Parks



SCENTS THAT TAKE
YOU AWAY

LUXE CREAM Collection

Our oversized collection takes you on a longer journey with a 65+ hour burn time. Classic and understated, our fragrance blends shine through.

12.7-ounce Soy Candle in Cream Matte Glass with Wooden Lid

MOQ 4 | \$19 USD





LUXE CREAM SOY CANDLE
Wholesale (\$19) | Retail (\$38) | MOQ 4
65+ hour burn time | Soy wax | Phthalate-free

SCENT	UPC	SKU
Cardamom Tobacco	00850028138991	CT-CR12-LL11
Chile Mahogany	00850041786209	CM-CR12-LL11
Gardenia Neroli	00850041786193	GN-CR12-LL11
Grapefruit Saffron	00850028138984	GS-CR12-LL11
Jasmine Citron	00850028138977	SD-CR12-LL11
Juniper Cypress	00850028138960	DC-CR12-LL11
Lavender Driftwood	00850028138953	LD-CR12-LL11
Rosemary Sage	00850028138588	RS-CR12-LL11
Santal Coconut	00850028138625	SC-CR12-LL11



LUXE SMOKE Collection

Dark and moody, our oversized smoke collection features fragrance blends that roam around your space and settle in unexpected places.

12.7-ounce Soy Candle in Smoke Matte Glass with Wooden Lid

MOQ 4 | \$19 USD



LUXE SMOKE SOY CANDLE
Wholesale (\$19) | Retail (\$38) | MOQ 4
65+ hour burn time | Soy wax | Phthalate-free

SCENT	UPC	SKU
Cardamom Tobacco	00850028138823	CT-SM12-LL11
Chile Mahogany	00850028138342	CM-SM12-LL11
Gardenia Neroli	00850028138878	GN-SM12-LL11
Grapefruit Saffron	00850028138854	GS-SM12-LL11
Jasmine Citron	00850028138847	SD-SM12-LL11
Juniper Cypress	00850028138076	DC-SM12-LL11
Lavender Driftwood	00850028138267	LD-SM12-LL11
Rosemary Sage	00850028138281	RS-SM12-LL11
Santal Coconut	00850028138243	SC-SM12-LL11

VINTAGE Collection

Featuring our fragrance line in sleek, timeless packaging, our vintage collection brings warm scents and classic style to intimate spaces.

7-ounce Soy Candle in
Amber Glass with Gold Lid

MOQ 4 | \$12 USD





LUXE VINTAGE SOY CANDLE

Wholesale (\$12) | Retail (\$24) | MOQ 4

40-hour burn time | Soy wax | Phthalate-free

SCENT

Cardamom Tobacco

Chile Mahogany

Gardenia Neroli

Grapefruit Saffron

Jasmine Citron

Juniper Cypress

Lavender Driftwood

Rosemary Sage

Santal Coconut

UPC

00850028138786

00850041786018

00850028138748

00850028138724

00850028138793

00850028138731

00850028138755

00850028138762

00850028138809

SKU

CT-AB07-VT03

CM-AB07-VT03

GN-AB07-VT03

GS-AB07-VT03

SD-AB07-VT03

DC-AB07-VT03

LD-AB07-VT03

RS-AB07-VT03

SC-AB07-VT03

HOME ESSENTIALS

Elevate your space

LUXE HAND SOAP

Wholesale (\$12) | Retail (\$24) | MOQ 4

8 ounces | Phthalate-free | Amber & Gold Bottle

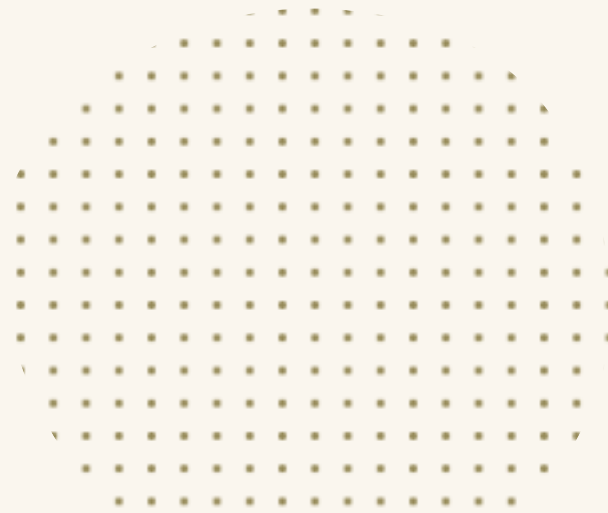
SCENT	UPC	SKU
Jasmine Citron	00850028138595	SD-HS08
Juniper Cypress	00850028138601	DC-HS08
Lavender Driftwood	00850028138618	LD-HS08
Santal Coconut	00850028138571	SC-HS08

ROOM & LINEN SPRAY

Wholesale (\$12) | Retail (\$24) | MOQ 4

8 ounces | Phthalate-free | Amber & Gold Bottle

SCENT	UPC	SKU
Jasmine Citron	00850041786261	SD-LS08
Juniper Cypress	00850041786278	DC-LS08
Lavender Driftwood	00850041786285	LD-LS08
Santal Coconut	00850041786308	SC-LS08





We are excited to extend our best-selling fragrance range with luxe hand soap and linen spray, elevating spaces and breathing freshness into the places that matter most.

PRIVATE LABEL Candles

Step 1: Choose your vessel

Step 2: Choose your scent

Step 3: Choose your label design



PRIVATE LABEL CANDLES

CHOOSE YOUR VESSEL



CHOOSE YOUR SCENT(S)

Cardamom Tobacco

Chile Mahogany

Gardenia Neroli

Grapefruit Saffron

Jasmine Citron

Juniper Cypress

Lavender Driftwood

Rosemary Sage

Santal Coconut

CHOOSE YOUR LABEL DESIGN

Send us your logo and choose from a variety of label design options.

PRIVATE LABEL CANDLES

MOQ 36 (up to 6 scents)

Available across all candle vessels and scents

COLLECTION

12.7-ounce Luxe Cream Soy Candles

12.7-ounce Luxe Smoke Soy Candles

7-ounce Vintage Soy Candles

PRICE

\$20

\$20

\$13

All prices include design, printing and labeling. No additional set-up fee.



PRICING

The minimum for opening orders is \$200. The minimum for re-orders is \$150.

<u>Collection</u>	<u>Price Per Unit</u>	<u>Minimum</u>
Luxe Cream Candle, 12.7 ounce	\$19	4
Luxe Smoke Candle, 12.7 ounce	\$19	4
Vintage Jar Candle, 7 ounce	\$12	4
Linen Spray, 8 ounce	\$12	4
Hand Soap, 8 ounce	\$12	4

Notable Features

BYRDIE

“I’ve been trying to burn ‘cleaner’ candles, so I was super happy to come across these. The price point is amazing for how big they are, and the scent throw is awesome once they’re lit; I personally love the Rosemary & Sage option for my kitchen. Best of all, the neutral packaging is discrete and sophisticated.”

—Melanie Rud, Byrdie Contributing Writer



BYRDIE



BuzzFeed



News4JAX

Your tango

WOMAN austin

SAN DIEGO family

DAILY MOM

BLOGLOVIN'

edible AUSTIN



wholesalecentral

CNN underscored

austin monthly

KEY INSIGHTS

TARGET DEMOGRAPHIC

- Women, 25-44

AFFINITY CATEGORIES

- Beauty + Wellness
- Fashionistas
- Shopping Enthusiasts
- Home Decor Enthusiasts

MARKET SEGMENTS

- Candles + Home Decor
- Women's Apparel
- Gift Baskets + Personalized Gifts
- Health + Wellness

MARKETPLACE TRENDS

Consumers have never been more aware of indoor air quality and the ingredients in home fragrance products. Our focus on clean burning soy wax, phthalate-free fragrances, and lead-free cotton wicks caters to a growing market segment that prioritizes quality.

Our candle performance, clean ingredients, sustainable packaging, and unique fragrance range embrace current marketplace trends for a compelling product that builds a loyal customer base.

Our independent retailer success and strong re-order rate (35%, Q4 2022) reflect our alignment with emerging candle trends and an evolving candle consumer focused on quality and performance.



SHIPPING AND LEAD TIMES

Most non-private label orders ship UPS Ground from Austin, Texas within 7-10 business days of the order date. Depending on local weather, shipments scheduled to ship late in the week may be held until the following Monday to minimize transit times.

Private label orders have a 2-3 week lead time after finalization of label design.

PAYMENT TERMS AND BILLING

We accept major credit cards. All invoices will be emailed to the billing email from support@roamhomegrown.com.

TERMS & CONDITIONS

The minimum for opening orders is \$200. The minimum for re-orders is \$150.

www.roamhomegrown.com

- Sign-up to become a retailer at www.roamhomegrown.com
- Contact your sales rep to place an order
- Email us at support@roamhomegrown.com
- Order through Faire at www.roamhomegrown/faire.com

12707 Nutty Brown Road, Building D
Austin, Texas 78737
512-537-0816
support@roamhomegrown.com

HOW TO ORDER

Wholesale Catalog
ROAM Homegrown