

ROAM HOMEGROWN

LUXE HOME FRAGRANCE + GIFTS

2023 COMPANY INFORMATION

Austin, Texas

www.roamhomegrown.com



OUR STORY

In 2014, while living a "normal" life (9-5, mortgage, kids), our youngest son received a life-changing medical diagnosis. That will make you rethink your priorities.

After overcoming that (go, Wyatt!), our outlook on life changed and we decided to pursue our travel dream. We sold our house and took off in an RV for a year across North America while growing the business.

Now settled in Austin, our collections are inspired by the wonder and delight of that journey and intended to make each day a little better, no matter where you may be.





2023 GOALS

- 01** Continue our commitment to quality, customers, + community
- 02** Charitable work
- 03** Sustainable growth through mutually-beneficial retail partnerships

OUR ETHOS

AUTHENTIC INGREDIENTS

- Pure soy wax, phthalate-free fragrances, and cotton wicks
- Clean bases for our soaps and room sprays

INDULGENCE

- Do something nice for yourself, find a good place to be for a while

QUALITY & PERFORMANCE

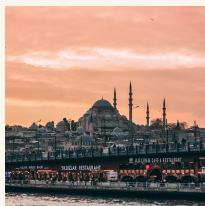
- Long-lasting candles
- Strong scent throws
- Stringent safety standards



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.

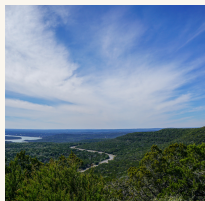
Our candle performance, clean ingredients, sustainable packaging, and unique fragrance range embrace current marketplace trends for a compelling product that builds a loyal customer base.



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



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



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



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



Jasmine Citron

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

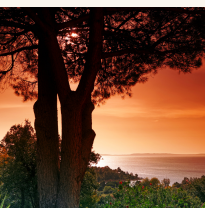
Inspired by Jasmine gardens in Phuket, Thailand



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



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



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



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

KEY INSIGHTS

TARGET DEMOGRAPHIC

- Women, 25-44

AFFINITY CATEGORIES

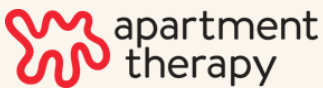
- Beauty + Wellness
- Fashionistas
- Shopping Enthusiasts
- Home Decor Enthusiasts

MARKET SEGMENTS

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



RECENT FEATURES



BYRDIE



BuzzFeed



News4JAX

Your tango

WOMAN
austin

SAN DIEGO family

DAILY MOM

BLOGLOVIN'

edible AUSTIN

Scary Mommy

wholesalecentral

CNN underscored

austin monthly

"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... the neutral packaging is discrete and sophisticated."

—— BYRDIE