

Revisiting the “Candles for Men” Market

Recently, on NPR’s Morning Edition, there was a business news segment on Yankee Candles new product introduction- Candles for Men. That is, candles with scents that men would immediately respond to time after time. Now, who doesn’t like a Christmas candle that smells like a pine tree? Unquestionably, candle scents- up to now- have been for women- lilac, rose petal and a long list could follow.

Well, it is about time someone changed that too- long established practice and kudos to YC for taking the first step. Men have rights, too, even after almost forty years of gradual female ascension to the leadership position between the sexes. Two scents are now available; “newly cut two-by-four” and “freshly mown grass.”

At this point, it should be obvious to all that while YC earnestly tried to define the market, they have completely missed the scents that men would buy. But, in recognition of their efforts and their willingness to take the risks of being first to market, here is the list of scents that is guaranteed to have men buying all the candles on store shelves:

- Five Year Old Sneakers
- Last Night’s Beer- Fraternity House Floor
- Wet Dog Hair
- Stagnant Swamp
- Men’s Locker Room- Inner City Gym
- Dead Fish #48 (hours)

Here, then- wives, lovers, sisters, secretaries- are the terrific gift suggestions for that special guy. Christmas, birthday, anniversary, promotion and any others that can become an excuse to give a present are fair game. Any of these candles would be perfect for the garage, his man cave or his side of the bed. So, ladies, be prepared to rush out as soon as they appear on store shelves or at Amazon.com as they will go fast.