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professional

Tempting Autumn Winter Months:

Creating a warm welcome
for customers over the
winter months



since 1870

In from the cold

The winter months can be the toughest time of the year to lure customers out of their homes. Days are short, darkness descends, and sofas beckon.

Post-pandemic, the environment has changed. Customers became skilled at creating lavish 'nights out' at home. As a result, experts predict that customer experience will come into sharp focus: creating unique memorable environments that premiumise offerings, lengthen dwell time, and spotlight venues to existing and potential customers.



To give you a head start, we've gathered a few of our favourite winter interiors in this lookbook. A few simple touches can go a long way.



Adding atmosphere



Mood Lighting

Twinkling candles, muted downlights, and elegant chandeliers: lighting makes a huge difference to the ambiance in your pub, bar or restaurant. If you're aiming for a cosy wintery feel, consider a dimmer accompanied by candles on tables but don't forget to use ledges, shelves and serving areas too.



Winning Windows

Create a tempting tableau in your windows to drive footfall and win over weary passers-by. Soft glowing candlelight, lanterns and hurricane jars put your venue in the best possible light, compelling customers to drop in and stay that little bit longer.



Seasonal Décor

And festive decorations are a must for any venue. But go beyond the traditional Christmas tree and add a dash of imagination. Keep it natural with sprigs of ivy and pinecones, or amp up the drama with baubles, tinsel and stars.



Cosy Outdoors

Outdoor areas are increasingly being used over winter months, as entrepreneurial operators add heaters and furnishings so they can serve extra covers. Candles can create a feeling of warmth and cosiness in the right surroundings, but be sure to use long burning candles and a holder to extend burn times and protect from draughts.



Flaming Fireplaces

It's hard to beat a roaring log fire on a chilly winter's day. Fires can act as a focal point, giving your venue a beating heart. If you're lucky enough to have a real log fire, make sure it's lit daily to create crackle, warmth and light. If your fireplace isn't functional or the weather too mild, a display of candles can simulate a fire's flickering cosiness.

Trends to tap into



Classic Traditionalist

Evoke nostalgia and embrace the classics, with a contemporary twist on days gone by.



Green Environmentalist

Celebrate nature, with muted colours, simple place settings and natural tableware.

Contemporary Modernist

Clean lines and simple colours with functional tableware. Use tapered candles to add style and height.



Clean Minimalist

Unfussy surfaces, light colours and a few sensitive touches.

Tasteful Maximalist

More is more, with an indulgent hotch-potch of contrasting textures and colours. Relight® colours available can help you achieve this.



Health & Safety considerations

- Burn candles safely by making sure there is at least 10cm between candles.
- Always burn candles on a suitable holder or fire-resistant coaster.
- Extinguish candles using a candle snuffer to prevent smoking and ensure it's easy to light next time.
- Protect customers and candles when burning candles outdoors by using a candle holder designed for outdoor use.
- Draughts can lead to uneven burning, tunnelling, or running wax – causing hazards and unsightly drips. Prevent this by using high-quality outdoor candles with a long burn time to ensure fewer replacements.



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Sustainable, clean and odour-free

Odour free, clean burning and created using high-quality materials, Bolsius candles help create a premium atmosphere with a warm welcome that encourages guests to linger.



irresistible experience

Clean burning
Odour free



social responsibility

Made in Europe
0% animal fat



mission green

Contains plant-based wax
Palm oil free

Consumers now value sustainability in all areas of their lives: drinking or dining out are no exception. At Bolsius Professional, we go above and beyond to make sure that our candle collections are produced sustainably. We've eliminated palm oil and animal fats – instead, our candles contain plant-based wax from Europe. And we use recycled plastic and recyclable materials where possible.

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