

Ace Hardware's Exclusive Clark+Kensington Unveils 2026 Color of the Year - Hazelnut Crunch

The Color of the Year anchors two new palettes, Grounded and Tranquil, as Ace Hardware inspires homeowners with 2026 interior paint trends

OAK BROOK, Ill., Sept. 25, 2025 /PRNewswire/ -- Ace Hardware, the world's largest hardware cooperative, announced the launch of **Hazelnut Crunch (09A-5)**, **Clark+Kensington's 2026 Color of the Year**, available exclusively at participating Ace Hardware stores nationwide and online at acehardware.com/thepaintstudio.

"In an increasingly fast-paced world, homeowners desire spaces that offer restoration, comfort, and calm," said Kim Lefko, Chief Marketing Officer at Ace Hardware. "Hazelnut Crunch delivers all of that and more. It's a beautiful, deep shade that creates the perfect backdrop for relaxed living, pairing effortlessly with both natural textures and modern elements."

Selected by color trend forecasting partner [Colour Hive](#) and the Clark+Kensington design team, Hazelnut Crunch was inspired by consumer trends toward biophilic design, cozy minimalism, and nature-rooted tones. As a central feature of the 2026 forecast, the color embodies a growing preference for nurturing, grounded interiors and thoughtful, sensory-driven spaces.

Hazelnut Crunch strikes a harmonious balance between familiarity and boldness – a rich, earthy neutral that brings depth, warmth, and versatility to any space. As the centerpiece of the 2026 Clark+Kensington Color Trends collection, this exclusive shade leads the way in interior paint trends for 2026, anchoring two curated palettes **Grounded** and **Tranquil**, crafted to inspire comfort, creativity, and personal expression throughout the home.

- **Grounded:** A series of warm, neutral shades like Morning Coffee (N-W24), Candied Ginger (N-W28) and Farmers Market (24A-4) that draw inspiration from organic elements and nostalgic comfort.
- **Tranquil:** A collection of softly shaded mineral hues such as Frost (CW-C3), Mysterious Gray (N-C19), and Wood Smoke (37B-1), meant to evoke peace and wellbeing through subtle elegance.

All paints in the Clark+Kensington line are premium paint and primer in one, offering exceptional coverage, smooth application, and long-lasting durability. Proudly made in the USA and available only at Ace Hardware, Clark+Kensington delivers top-quality results for DIYers and professionals alike.

"As your neighborhood paint destination, Ace is proud to offer homeowners everything they need to bring their vision to life in one easy trip," said Lefko. "Whether you're refreshing a single room or reimagining your entire home, our in-store experts are here to help."

To explore the full 2026 Color Trends brochure and find your perfect shade, visit your local Ace Hardware or browse online at acehardware.com/thepaintstudio.

MEDIA ASSETS

About Ace Hardware

Ace Hardware is the largest hardware cooperative in the world, serving more than 8,700 locally owned and operated stores around the globe, while providing the best products, services, and operating methods to almost 5,200 Ace retail stores in the United States. Ace Hardware's family of brands includes Ace Hardware, Emery Jensen Distribution, and independent retailers worldwide. Headquartered in Oak Brook, Ill., Ace operates an expansive network of U.S. distribution centers, along with international capabilities in Ningbo, China, and Cuautitlán Izcalli, Mexico. Since 1924, Ace has been a part of local communities, known as the place with the helpful hardware folks. For more information, visit acehardware.com or newsroom.acehardware.com.

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