

An Enormous 3-Story Candy Shop Opens In SF This Week

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IT'SUGAR's largest-ever candy department store opens in San Francisco's Fisherman's Wharf on Friday, March 31, 2023.



Jamie Ferrell - Staff Writer • March 29, 2023

This Friday, March 31, Fisherman's Wharf will welcome a massive **3-floor candy store** with an absolutely outrageous array of sweets fit for any self-respecting candy lover. This is candy powerhouse **IT'SUGAR's** largest candy department store to date, taking over **145 Jefferson St., Ste 400**. San Franciscans with a sweet tooth, prepare yourselves for **30,000 square feet** of irresistible sugary spectacles and thousands upon thousands of sweets.

IT'SUGAR is known for its “**immersive candy experience**,” meaning that adults and kids of all ages will be drawn into the colorful candy paradise. Guests can browse 3 floors stacked with towering displays of candy and merch from popular brands including **Sour Patch Kids, Reese's, Oreo, Nerds, Swedish Fish, M&M's, Skittles, and Kellogg's**. This new SF location will have special sections for **retro favorites, international sweets, TikTok-inspired candies**, and some great photo ops at its SF-themed **Lollipop Garden** and giant **faux gumball wall**.



IT'SUGAR faux gumball wall. Courtesy of IT'SUGAR



Oreo display, courtesy of IT'SUGAR

San Francisco has two other existing IT'SUGAR locations, but word on the street is that they'll be undergoing some changes. The nearby IT'SUGAR at 333 Jefferson St #B-101 in Fisherman's Wharf will shift to an **Asian-focused specialty candy store** with boba and mochi, according to the [SF Business Times](#). And the recently-opened IT'SUGAR at 2 Stockton St. near Union Square will likely **close later this year** due to imminent construction on the space, according to [SFGATE](#).

With over **100 locations in the U.S. and Canada**, IT'SUGAR is one of the world's largest specialty candy retailers. The brand dates back to 2006 when it was founded by candy veteran Jeff Rubin, and this giant new store in SF is sure to dazzle even the most candy-averse among us.



Starburst display, courtesy of IT'SUGAR

“We are extremely excited to bring the ultimate sugar high to one of the world’s most visited tourist attractions—Fisherman’s Wharf—with our **largest store yet**,” said Jeff Rubin, founder and CEO of IT’SUGAR. “Our massive candy department store will be a **feast for the senses**, offering a unique experience unlike any other and solidifying our commitment to **bringing pure joy to people everywhere.**”

Be sure to check out the newest IT'SUGAR at **145 Jefferson St., Ste 400 in Fisherman's Wharf** starting this Friday, March 31.

[Make a day of it with our guide to Fisherman's Wharf.](#)

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