

# First Look: It'Sugar expands in Florida

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South Beach has undergone a sugar rush.

It'Sugar, one of the largest specialty candy retailers in the United States and a *Chain Store Age* 2023 Breakout Retailer Award winner, opened a 3,500-sq.-ft. store at 851 Lincoln Road in Miami Beach, Fla. It's the brand's tenth location in South Florida.

The new store features hundreds of varieties of sweets, humorous products and immersive candy experiences with featured areas for Sour Patch Kids, Oreo, Nerds, Skittles, Reese's and Starburst. It also has spaces devoted to retro and international candy, TikTok-trending treats and more.

"We are pleased to be opening another South Florida location and our first location in Miami Beach," said Jarett Levan, president and CEO of BBX Capital and interim CEO of It'Sugar. "It'Sugar's goal is to provide an escape from everyday life, and we are thrilled to bring our unique candy experience to South Beach."





Looking ahead to 2024, It'Sugar plans to open several large format stores, include an 18,000-sq.-ft. store at Miami's Bayside Marketplace, and an 8,500-sq.-ft. location at Opry Mills in Nashville, Tenn.

"Our growth also includes adding our 2,500 sq.-ft. to 3,500 sq.-ft. [store] concept in markets around the United States and Canada," Jonathan Schwartz, the company's VP real estate & business development recently told *Chain Store Age*.

In November, It'Sugar opened 1,245-sq.-ft. in-store shops in Macy's flagships on State Street in Chicago and at Dadeland Mall in Miami. The company began its partnership with the department store giant when it launched its first pop-up shop in the retailer's iconic Herald Square in fall of 2021. The retailer is currently planning "additional locations in the future, and we look forward to expanding our partnership with Macy's," Schwartz said,

It'Sugar is a member of BBX Capital Inc.'s family of companies and a subsidiary of BBX Sweet Holdings.

The retailer operates more than 100 locations nationwide.