

IT'SUGAR Rolls Out New Candy Department Stores Across the US

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FT. LAUDERDALE, Fla. —

IT'SUGAR, the largest specialty candy 'retailer' in the US announced a rollout plan for the opening of more candy department stores across the US, including a **20,335 square foot pop-up candy department store in a prime location in Times Square** in New York. The Grand Opening is planned for Fall 2022. The expansion plan showcases America's love for chocolate and candy and their affinity for the beloved brands the retailer brings to life.

The new experiential candy emporium in Times Square, the bustling hub of New York City, will take over space vacated by Modell's and epitomizes what IT'SUGAR is known for - thousands of varieties of over-the-top sweets and humorous products, extravagant in-store displays and immersive candy experiences.

The Times Square opening will cap a robust year of exciting store openings for IT'SUGAR. An 11,400 square foot candy department store popped-up this spring on Chicago's Magnificent Mile, followed by a 10,600 square foot pop-up candy department store in San Francisco's Union Square. The company is also expected to open its first store in Canada at the West Edmonton Mall in Alberta in the Fall.

Several of the new store locations replace former flagship stores such as Disney and Forever 21 and showcase the continued demand for candy and related branded merchandise.

Permanent candy department store locations include American Dream, right outside Manhattan, and in Ala Moana Center in Honolulu, HI.

DROPBOX LINK FOR STORE PHOTOS AND B-ROLL:<https://tinyurl.com/itsugarcandydeptstores>

“Candy is an integral part of our culture,” said Jeff Rubin, CEO & Founder of IT’SUGAR.

“We turn to these sweet treats to celebrate and share life’s important moments, to give as gifts to loved ones, and to bring simple pleasure into our lives. Candy remains an accessible, affordable treat that makes people happy.”

Rubin continued, “At IT’SUGAR, we have one of the most expansive assortments of confectionery treats, alongside a curated collection of in-demand licensed merchandise. We created an environment that connects with our consumers and fosters the greatest feeling of happiness with over-the-top displays and a fun and playful vibe. Times Square shares our energy and spirit and is the perfect location for our next massive candy department store. We’re thrilled to continue a remarkable year of store openings with this location.”

According to **the 2022 “State of Treating” report** published by the **National Confectioners Association**, chocolate and candy sales grew 11% in 2021 compared to 2020 and by more than 15% compared to 2019. The total confectionery category reached nearly \$37 billion in retail sales in 2021 and is projected to hit \$44.9 billion in sales by 2026. The report also highlighted how consumers’ love for sweets remains constant, with 78% of all adults believing that it is acceptable to occasionally enjoy a treat of chocolate or candy.

“IT’SUGAR puts the confectionery category on full display by combining the industry’s beloved products with a unique and innovative in-person retail experience and enhancing the magic related to shoppers’ favorite treats,” John Downs, president and CEO of the National Confectioners Association, said. “There’s no question that chocolate and candy play an important role in the lives of Americans, as they are a memorable part of many celebrations and every day treating. Consumers are prioritizing their emotional well-being now more than ever, and they are looking to lift their spirits – and IT’SUGAR and the confectionery companies are there to help with fun and creative ways to achieve that.”

IT’SUGAR’s new candy department stores feature candy stations housing hundreds of different kinds of candy by the pound, with many exclusive flavors of Skittles, Sour Patch Kids, PEZ and more, for the ultimate personalized candy experience. Entire departments within the store are dedicated to beloved brands including M&M’s, Skittles, Starburst, Reese’s, OREO, Sour Patch Kids, PEZ and more, and are filled with unique branded confections and quirky candy-themed gifts.

The experience-based stores also include immersive areas devoted to retro and international candy, TikTok-trending treats, and much more, providing sugar enthusiasts of all ages with endless playful entertainment. America’s favorite candy brands are brought to life with shop-

in-shops and giant branded characters throughout the store.

IT'SUGAR's pop-up candy department stores generally have lease terms ranging from 13-36 months.

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About

About IT'SUGAR: Founded by candy veteran Jeff Rubin in 2006, IT'SUGAR has become one of the largest specialty candy “retailtainers” in the world, with 100 locations throughout the United States. IT'SUGAR is more than just a candy store --it's an experience. Known for their absurd sugar innovations that celebrate lighthearted rebellion, IT'SUGAR aspires to a future where everyone has access to the pure joy that comes from indulging in a world with fewer rules and more sugar.

IT'SUGAR is a member of BBX Capital's family of companies and a subsidiary of BBX Sweet Holdings. For more information, please visit www.itsugar.com [http://www.itsugar.com/].

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