

# IT'SUGAR Opens its Highly Anticipated Times Square Location

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**Ft. Lauderdale, Fla.** -- IT'SUGAR, the largest specialty candy 'retailtainer' in the U.S., has opened a 20,335-square-foot candy department store in a prime location in Times Square, N.Y. The experiential candy department store took over space vacated by Modell's.

The Times Square location is the second largest IT'SUGAR candy department store and epitomizes what the brand is known for: thousands of varieties of over-the-top sweets and humorous products, extravagant in-store displays and immersive candy experiences.

"Times Square is a major entertainment hub, and we are so excited to be a part of one of the world's most visited tourist attractions," says Jeff Rubin, founder and CEO of IT'SUGAR. "IT'SUGAR is known for creating an environment like no other."



The IT'SUGAR Times Square candy department store features two stories of pure sugar, a gorgeous lollipop garden boasting over a thousand lollipops, and an incredible New York City skyline made entirely out of jellybeans as a nod to the city known all over the world.

The experiential store also includes immersive areas devoted to retro and international candy, TikTok-trending treats and much more. America's favorite candy brands are brought to life with shop-in-shops and giant branded characters throughout the store.

The grand opening caps a robust year of store openings for IT'SUGAR. An 11,400-square-foot candy department store opened this spring on Chicago's Magnificent Mile, followed by a 10,600-square-foot store in San Francisco's Union Square. The company also opened its first store in Canada at the West Edmonton Mall in Alberta.

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 a member of BBX Capital's family of companies and a subsidiary of BBX Sweet Holdings.

SOURCE: IT'SUGAR