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**Trendy, Playful, Indulgent Sweets Shop IT'SUGAR Headed to Destiny USA**

*Spring Opening Marks 8<sup>th</sup> New York Store For The Novelty Candy & Gift Retailer*

**Syracuse, NY-** Trendy, playful, and indulgent sweets shop IT'SUGAR is headed to [Destiny USA](#). Renowned for having the widest range of candy and gifts of any retailer in the marketplace, IT'SUGAR's over-the-top, belly laugh inducing store provides unmatched entertainment for all ages and personalities. IT'SUGAR will be located on the third level of Destiny USA next to Dave & Buster's and is set to open this spring.

"We can't wait for our guests to experience the unpredictable sense of excitement and wonder at IT'SUGAR," said Aiden McGuire, director of marketing, Destiny USA. "It's an absolute sensory experience for our guests, with the sights, smells and especially the tastes of all your favorite treats."

"The New York market has literally eaten us up," adds Jeff Rubin, CEO and Founder of IT'SUGAR. "With seven successful locations already in the great state, we are excited to bring the IT'SUGAR vibe upstate to Syracuse's ultimate shopping destination."

Living at the intersection of attitude and fun, IT'SUGAR provides a uniquely indulgent, playful and sometimes edgy experience. As the home to the 5lb Gummy Bear as well as several of the world's largest boxes of candy including Nerds, Sour Patch Kids, Laffy Taffy, and more, IT'SUGAR offers every type of sweets including chocolate, gummy, sour, retro, among others. Never one to stop at a candy rush alone, IT'SUGAR also boasts an incredible array of novelty items, themed gifts and exclusive product from partnerships with brands such as Sour Patch Kids, Nerds, Seventeen and Saturday Night Live.

**About Destiny USA**

Shopping, dining and entertainment so big, it needed its own zip code. Welcome to Destiny USA—New York's largest destination of its kind with over 250 places to shop, dine and play, visited by 26 million guests every year. From an antique carousel to the world's largest suspended ropes course at WonderWorks to tropical destination Margaritaville, Cheesecake Factory and retail and outlet brands like Apple, Nordstrom rack, Michael Kors and more, there's something for everyone at Destiny USA. And all of it under one roof with perfect weather year round. Discover the Destiny USA experience and plan your next visit at [www.destinyusa.com](http://www.destinyusa.com).

**About IT'SUGAR**

Founded by Jeff Rubin in 2006, this saccharine experience has become one of the largest and fastest growing specialty candy and gift retailers in the world. The IT'SUGAR empire consists of over 90 retail locations in US hotspots such as New York, Las Vegas, Los Angeles, San Francisco, Miami, Denver, San Diego, and Palm Beach. Living at the intersection of attitude and fun, 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.

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