



Sugarfina, the First-Ever Candy Boutique for Grown-Ups, To Open at NorthPark Center in Dallas

Sugarfina's first shop in Dallas will feature 150+ gourmet candies and a Design Your Own Candy Bento Box® experience

Dallas – January 31, 2017 – Dallas will get a little bit sweeter just before Valentine's Day when Sugarfina, the world's finest candy boutique, opens the doors to their newest location at NorthPark Center. The new boutique will feature 150+ gourmet candies from around the world, three-quarters of which are exclusively available at Sugarfina. The shop will showcase the brand's signature Candy Bento Box® experience, where shoppers can create their own luxurious candy gift box by selecting from a wall of candy cubes including chocolates, caramels, gummies, jellies, marshmallows, hard candies, and licorice. Sugarfina candy consultants will offer free samples and assist guests in choosing the perfect candies based on their taste profile.

Sugarfina made its debut August 2012 selling its premium curated confections online – cocktail candies, including Champagne Bears®, Single Malt Scotch Cordials, and Peach Bellini® gummies are top-sellers – and quickly flourished into a must-have high-end candy brand. Sugarfina opened its first retail store in Beverly Hills in 2013 and now has 24 U.S. retail locations and 15 Nordstrom Shop-In-Shops throughout North America. The boutique at NorthPark Center is the brand's first shop in Dallas.

"We created Sugarfina because the candy store of our dreams didn't exist and we're delighted to open at NorthPark," say co-founders and sweethearts Rosie O'Neill, former director of marketing for Barbie, and former video game entrepreneur, Josh Resnick. "We dreamed of gourmet sweets made with premium ingredients -- candy that's as beautiful to look at as it is to taste – and our new shop brings delicious, never-before-seen candies to Dallas."

Sugarfina's crisp aqua-and-white retail boutiques are designed to transport guests to "grown-up candy heaven," with hundreds of beautiful candies displayed in modern Lucite cubes. Named one of the ten most beautiful candy shops by Architectural Digest, Sugarfina's newest outpost is a freestanding 1100 square foot shop with a bright white design, glossy white fixtures, and an aqua neon "candy" sign.

The Sugarfina store will feature:

- **Design Your Own Candy Bento Box® Experience:** Shoppers can select an empty 8-piece, 4-piece, or 3-piece gift box and build their own Candy Bento Box® from the wall of candy cubes.
- **Top Shelf Candies:** One area of the store is dedicated to "top shelf" candies -- exotic offerings from around the world such as Raindrops & Roses rosewater candies from Italy, Kyoto Blossoms from Japan, and interlocking chocolate wedding rings from Greece. A beautiful display tells the story and history behind each candy.
- **Candies for Specific Dietary Needs:** An icon-based labeling system identifies which candies are vegan, vegetarian, fat-free, kosher pareve, kosher dairy, all-natural, non-GMO, and made without gluten.
- **In-Store Sampling:** Sugarfina associates offer complimentary daily samples with a selection that rotates weekly.
- **Candy Concierge:** The Sugarfina Candy Concierge provides a wide range of services, such as custom and corporate gifts, private events, dessert bars, candy tastings, and even marriage proposals. Guests may book an in-person appointment by calling 1-855-SUGARFINA or emailing custom@sugarfina.com

The Sugarfina shop at NorthPark Center is located on Level One, between Nordstrom and Macy's. The Boutique will be open from 10am-9:00pm Monday through Saturday and 12am-6pm on Sunday.

About Sugarfina:

Sweethearts Rosie O'Neill and Josh Resnick have dreamed of opening a luxury candy boutique ever since their third date, a screening of Willy Wonka and the Chocolate Factory. They fell in love over the unique and delicious candies they tasted while traveling and were inspired to bring a new concept in gourmet candy to the United States. Having personally taste-tested thousands of candies from dozens of countries, Rosie & Josh consider themselves true "candy connoisseurs." Before Sugarfina, Rosie and Josh had every kid's dream job - Rosie was Director of Marketing for Barbie, and Josh was the co-founder and President of Pandemic Studios, a major video game developer. To learn more about Sugarfina, visit www.sugarfina.com or follow us on Instagram, Facebook and Twitter @sugarfina.

About NorthPark Center:

[NorthPark Center](#) is the finest shopping experience and the preeminent shopping center in the Southwest with more than 230 stores and restaurants, including more than 70 market exclusives. Anchored by Neiman Marcus, Nordstrom, Macy's and Dillard's, NorthPark Center offers an unparalleled collection of luxury boutiques set amid internationally acclaimed 20th and 21st century art, award-winning architecture and extraordinary landscaping, as well as a 1.4-acre garden, CenterPark, and a state-of-the-art movie theatre, AMC NorthPark 15. NorthPark Center surpassed \$1.3 billion in sales in 2015 and consistently ranks as one of the top five performing shopping centers in the United States. NorthPark Center is North Texas' number one tourist destination and is conveniently located five miles from downtown Dallas and 35 miles from Fort Worth.

For press inquiries or images, please contact Liat Considine liat@sugarfina.com