

Candy store chain opens first St. Louis-area location



By [Gloria Lloyd](#) – Reporter, St. Louis Business Journal
Dec 21, 2024



Listen to this article 3 min



A candy store chain has opened its first location in the St. Louis region.

It'Sugar opened a new store last week in The District development in Chesterfield, the former Taubman Prestige Outlets that has been [redeveloped into entertainment, retail and restaurant space](#) by Overland-based owner and developer The Staenberg Group, the retailer said in a news release.

The 3,000-square-foot store at 17057 N. Outer Forty Road carries 260 “pick ’n mix” bins of candy and hundreds of types of sweets and other products, the retailer said.

Along with modern types of candy such as Oreos and Sour Patch Kids, the shop has sections highlighting international and retro types of candy, and types of candy that have trended on the social media app TikTok, according to the retailer.



This new candy shop is national candy store chain It'Sugar's first location in St. Louis. It's located in The District development in Chesterfield.

IT'SUGAR

The Fort Lauderdale, Florida-based candy retailer [emerged from bankruptcy in 2021](#) after financial troubles spurred by the Covid-19 pandemic. At that time, the candy chain operated 49 locations.

Today, it operates 108 locations, according to its website, with 15 of those in Florida, six in Maryland and [six in the Chicago area](#). In Missouri, shops are already located in Kansas City's Country Club Plaza outdoor mall and at Branson Landing.

It'Sugar stores are frequently found at malls, and its largest location, a "superstore," occupies three stories and 24,000 square feet at the American

Dream mall in East Rutherford, New Jersey. There's also a [superstore in Times Square that opened in 2022](#).

Founded in 2006 by longtime CEO Jeff Rubin, also [founder of FAO Schwarz and Dylan's Candy Bar](#), It'Sugar is now led by CEO Jarett Levin, who also serves as CEO of BBX Sweet Holdings and BBX Capital.

It'Sugar is part of BBX Sweet Holdings, which is a subsidiary of BBX Capital, a Florida-based diversified holding company.



The new It'Sugar candy shop in The District has 260 bins.

IT'SUGAR

Development costs for the new St. Louis store were not disclosed.

At The District, It'Sugar joins the [frozen cocktail bar Narwhal's Crafted](#), which just opened a new location in the development at The Hub entertainment complex, and existing businesses such as concert venue The Factory, entertainment facility The Main Event, [4 Hands Brewery](#), event and wedding venue The Reverie, [Lit Cigar Lounge](#), [Game Show Battle Rooms](#) and [bike](#)

shop/coffee shop SBR Bikes & Brews. The development, managed by TSG Properties, is next to the Chesterfield location of TopGolf.

Sales of chocolate and candy reached an all-time high of \$48 billion in 2023, according to a report from the National Confectioners Association. That number was largely driven by inflation, but also the fact that 98% of Americans purchased some type of candy, sweet, gum or mints over the course of the year.

