



CROSSGATES

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IT'SUGAR, KNOWN FOR ITS OVER-THE-TOP SWEETS, NOW OPEN AT CROSSGATES

Guilderland, NY – [IT'SUGAR](https://www.itsugar.com), one of the largest specialty candy retailers in the U.S., has opened a 2,700-square-foot candy store in Crossgates located on the lower level near Dave & Buster's.

The Crossgates location epitomizes what the brand is known for: hundreds of varieties of over-the-top sweets, humorous products, and immersive candy experiences from America's beloved brands, including Sour Patch Kids, OREO, Nerds, Skittles, Reese's, and Starburst. It also includes shops devoted to retro and international candy, TikTok-trending treats, and much more, providing endless playful entertainment for sugar enthusiasts of all ages.

"IT'SUGAR is more than a candy store," said Justin Clinger, Assistant Vice President Creative and Marketing of IT'SUGAR. "We have one of the most expansive assortments of confectionery treats, alongside a curated collection of in-demand candy licensed merchandise, such as apparel, plush, scented candles, and more. IT'SUGAR provides a sweet and humorous escape from everyday life."

For more information, please visit www.itsugar.com. Follow Crossgates on [Facebook](#) & [Instagram](#) for updates on events, promotions & sales offered at our center and within our stores, restaurants & entertainment venues.

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About IT'SUGAR: IT'SUGAR is one of the largest specialty candy retailers in the world, with over 100 locations in U.S. and Canada. IT'SUGAR isn't just a candy store – it transforms how the world experiences their favorite sugary treats. Known for its 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 restrictions and more SUGAR. IT'SUGAR is a subsidiary of BBX Capital, Inc. For more information, please visit www.itsugar.com.

About Crossgates:

Crossgates is the Capital Region's premier shopping, dining and entertainment destination offering an impressive selection of national brands and the newest retail concepts. The center is anchored by Macy's, JCPenney, Dick's Sporting Goods, Primark and Best Buy, while offering more than 180 retail shops, including Apple. Crossgates offers 10 entertainment venues and over 20 on-site eateries, such as Dave & Buster's, Get Air, Billy Beez, Apex Entertainment, The Standard Restaurant & Lounge, Maggie McFly's and Regal Cinemas with IMAX. Or simply relax at our award-winning day spa, Spa Mirbeau. Located adjacent to a dual-branded 192-room Homewood Suites and Tru by Hilton hotel, Crossgates is your destination to **EAT. SHOP. PLAY. STAY**. Additional information regarding Crossgates can be found at shopcrossgates.com, [Facebook](#), [Instagram](#), and [Twitter](#).

About Pyramid Management Group, LLC:

Pyramid Management Group, owner of Crossgates, is one of the largest, most innovative, privately-held real estate developers in the northeast. Headquartered in Syracuse, New York, Pyramid's portfolio of dynamic shopping, dining and entertainment destinations and expanding hospitality presence dominates the northeast with 14 properties located throughout New York and Massachusetts. For nearly 50 years, Pyramid has built its reputation on being first, fast, ahead of the curve and always what's next, leading the industry in combining the best elements of traditional retail with world-class dining and entertainment, all under one roof. For more information, visit www.pyramidmg.com.