



DOCOCOMMONS PRESS RELEASE

For Immediate Release:

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DOCOCOMMONS Shares Sweet News – Sacramento’s First IT’SUGAR to Open April 7

Sacramento, Calif. – DOCOCOMMONS (Downtown Commons) is pleased to announce IT’SUGAR, one of the largest specialty candy retailers in the U.S., plans to open a candy store on Friday, April 7, in the space next to Echo & Rig on the main plaza just across from Golden 1 Center.

IT’SUGAR at DOCOCOMMONS will be the first to open in Sacramento and epitomizes what the brand is known for: hundreds of varieties of over-the-top sweets, humorous products, and immersive candy experiences. The shop will feature Sour Patch Kids, OREO, Nerds, Skittles, Reese’s, and Starburst as well as 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 IT’SUGAR Director of Licensing & Marketing Justin Clinger. “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 transforms how the world experiences their favorite ‘sugary’ treats.”

IT’SUGAR is a member of BBX Capital Corporation’s family of companies and a subsidiary of BBX Sweet Holdings. For more information, visit www.itsugar.com.

A real sweet spot in Sacramento, DOCOCOMMONS is an outdoor shopping, dining, and entertainment destination in the heart downtown Sacramento. Convenient parking is available in DOCOCOMMONS’s central garage with an entrance on J Street between 4th & 5th Streets. Parking validation is available at most DOCOCOMMONS tenants with a purchase. The elevators and escalators take guests up to the plaza’s main level and second level terrace near many of the restaurants, eateries and retail tenants.

Plus, the plaza offers a DOCOCOMMONS Rewards loyalty program with prizes, discounts, incentives and benefits for shopping, dining, playing, staying and completing activities via the online app. Free to download, the DOCOCOMMONS Rewards app is available via the Apple Store and Google Play. Plus, new members receive 200 points for signing up. A complete set of DOCOCOMMONS Rewards rules, restrictions and instructions and a list of DOCOCOMMONS businesses and members of the DOCOCOMMONS Merchant’s Association are available on the app. For more information about DOCOCOMMONS Rewards, please visit www.docosacramento.com/rewards.

For more information about upcoming community activations and/or the variety of retail shopping, dining, and service offerings at DOCOCOMMONS, visit www.docosacramento.com or follow DOCOCOMMONS on [Facebook](#), [Twitter](#) and [Instagram](#). Social Media Tags: #DOCOSacramento, #HelloDOCOCOMMONS.



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About IT'SUGAR

Founded by candy veteran Jeff Rubin in 2006, IT'SUGAR has become the largest specialty candy retailers in the world, with over 100 locations in the 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.

About DOCO (Downtown Commons)

Located adjacent to Golden 1 Center (the world's most technologically advanced and sustainable arena), DOCO is an entertainment and lifestyle district in Sacramento's dynamic urban core showcased by incredible retail destinations, bars and restaurants, office space, residential units, the Sawyer Hotel (a 250-room hotel managed by Kimpton Hotels), and the vibrant and iconic sculpture by Jeff Koons titled “Coloring Book.”

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