



sugarfina®

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About Sugarfina

Sugarfina has created a new luxury candy market with a uniquely fresh, fashionable and experiential approach to gourmet confections



Unique Brand DNA

Sugarfina has developed a distinct brand identity that resonates with today's customer



Attainable Luxury

With luxurious details at every price point, Sugarfina delivers an upscale experience from the moment customers engage with the brand, no matter their budget.



Playfulness

Sugarfina shoppers identify the brand as fun, in stark contrast to luxury chocolate brands which are generally perceived as stuffy, serious and intimidating.



Innovation

Shoppers know they'll always find something new, interesting and unique at Sugarfina. Innovative product launches train customers, press and influencers to eagerly anticipate the newest collection.

The Sugarfina Experience

The most delicious, high-quality collection of candies in the world can only be found at Sugarfina. We travel the globe in search of the finest confections and work with only the best candy makers, from France to Italy to Greece and more.



A Brand that Surprises & Delights

High quality confections in luxurious packaging are combined with a playful shopper experience



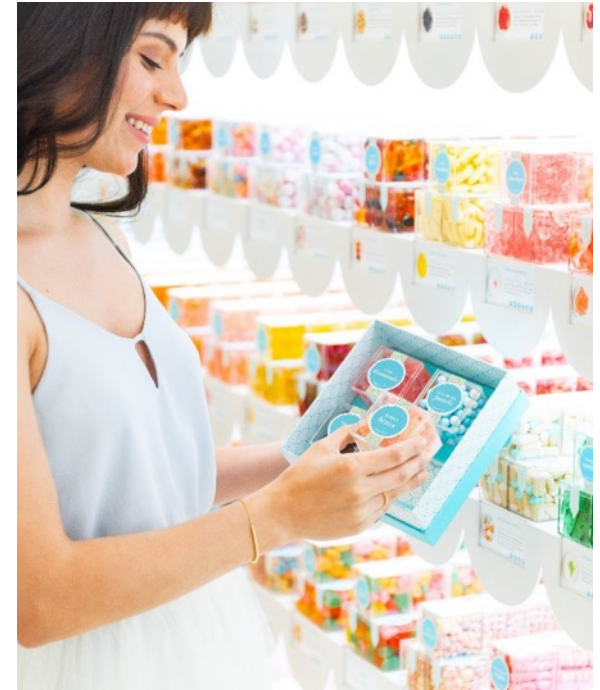
Unparalleled Candy Quality

Most candy stores source the same low-quality, mass produced candy from two U.S. distributors. In sharp contrast, Sugarfina partners directly with the highest-quality candy makers in the world to produce candies exclusively for the brand.



Luxurious Packaging

You eat with your eyes first: everything at Sugarfina is designed to be visually appealing and worthy of giving as a gift (or treating yourself!). From our signature Candy Cubes® to the over-the-top Candy Trunk, Sugarfina is known for having the most beautiful packaging of any confections brand.



An Innovative Experience

We created a modular packaging system that allows for a fully customized experience both in-store and online. Our most popular gift is the "Design Your Own Bento Box®," which allows shoppers to fill a box with their favorite candies.

Luxurious, Iconic Packaging

A signature brand look with a fresh and fashionable design



Candy Cubes®

Our signature Candy Cubes are the building blocks of the iconic Sugarfina look. The experience of opening a Candy Cube is like unwrapping a beautiful gift.



Candy Bento Boxes®

Inspired by the beauty and simplicity of Japanese bento boxes, we created a unique gift box system that allows for variety and customization with your choice of Candy Cubes artfully presented in a beautiful Candy Bento Box.



Over-the-Top Gifts

Gift givers make a lasting impression with our “wow-worthy” gifts, from a luxurious Candy Trunk that holds 20 Candy Cubes to a modern Gift Hamper filled with your choice of delicious treats.

Top Selling Candy



*Champagne
Bears®*



Peach Bellini®



*Dark Chocolate
Sea Salt Caramels*



Pink Diamonds



Ice Cream Cones



*Tequila Grapefruit
Sours*



*Sparkling Rosé
Bears*



*Champagne
Bubbles*



*Parisian
Pineapples*



*But First, Rosé
(Roses)*



Rainbow Bears



Baby Butterflies



*Birthday Cake
Caramels*



*Rosé All Day
(Bears)®*



Watermelon Slices



Chocolate Confetti



*Mint Chocolate
Caviar*



Aphrodite Strawberry

Top Selling Bentos



Happy Birthday 3pc Preset Bento Box



Congrats 3pc Preset Bento Box



Thank You 3pc Preset Bento Box



Signature Sugarfina 3pc DYO Bento Box



2020 Holiday Collection

Holiday Sips
3PC Candy Bento Box®



Cranberry
Cocktail



Espresso
Martini



Spiked Eggnog
Bears



Sugar Cookies



Merry Berries



Candy Cane
Caramels



Champagne
Bears



Dark Chocolate
Sea Salt Caramels

Holiday Cravings
8PC Candy Bento Box®



Advent Calendar
A Candy Tasting Collection



Santa's Trees



Reindeer
Sparkle Pops



Gummy Snowmen

Holiday Train
3PC Candy Bento Box®



Peppermint Bark
White Chocolate Bar



Peppermint Bark
Dark Chocolate Bar



Santa's Cookie
Dough Bites

Thank you

