



## **FOR IMMEDIATE RELEASE**

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## **Los Angeles Welcomes America's Largest Candy Emporium, SWEET!**

*Visitors and Locals Alike Flock to Tinseltown's Sweetest Attraction*

**LOS ANGELES, CA – July 30, 2013** – Combining a world of entertainment, mystery and confection, Sweet! Hollywood is officially launching its flagship location at the Hollywood & Highland Center. Since its successful preview-launch in fall 2012, Sweet!'s endless variety of chocolates, gummies, and hard candies have delighted visitors to Los Angeles, as well as the local community. Sweet! Hollywood created a one-of-a-kind retail entertainment experience by envisioning the proverbial kid in a candy store and bringing that vision to life.

After ascending the unique musical staircase to the grand entrance, guests of all ages can create custom candy bars in the Chocolate Lab, witness live candy art shows, and sample exotic sweets from across the globe. Featuring more than 200 types of gummy candies, 140 flavors of chewing gum and 250 types of lollipops, the candy boutiques never cease to surprise.

"Visitors and fellow Angelenos alike are racing the 700-feet of track in the world's fastest gumball machine, powered by a Ferrari, experiencing exotic-flavored confections, and selecting from more than 300 types of chocolate bars inside our store," said Gary Shafner, Sweet! Hollywood owner. "It is a delight to see the joy and wonder the store brings to everyone we meet. Sweet! is about much more than candy—it represents art, passion and a desire to entertain as the driving forces behind our sugar-filled playground."

Outside the store, elaborate window displays designed by Academy Award winning Moonbot Studios document Willy Wonka's epic travels. Inside the candy wonderland guests take part in sugar art shows led by expert custom candy sculptors.

Showcasing 12 exclusive candy boutiques, private event space, and exclusive partnerships with Hollywood's biggest movie premieres, Sweet! Hollywood launches its flagship location and plans to expand internationally in the coming years. Sweet! continues to ensure visitors leave happily overwhelmed, tasty creations in tow, with enormous smiles on their faces.

For more information, please visit <http://sweetlosangeles.com/>. To set up an interview and/or media inquiries, contact Travis Culver, 323.937.1951, [travis@tylerbarnettpr.com](mailto:travis@tylerbarnettpr.com).

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