



Outside the Region: Candytopia mini-theme park expands into Atlanta and Minneapolis-St. Paul

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Atlanta, GA Candytopia, the candy-coated experiential adventure that has delighted hundreds of thousands across the country, will be expanding to two new locations: Minneapolis-St. Paul and Atlanta.

These new locations, which will open in 2019, mark Candytopia's continued success in attracting guests of all ages to top retail centers. The marshmallowy mini-theme park launched in 2018 in Macerich's Santa Monica Place with a limited engagement and currently has two locations; one in San Francisco near Union Square and one in New York in Midtown Manhattan.

Candytopia gift shops are among the most productive concepts in each of the upscale shopping destinations in which it operates, averaging just over \$2,000 s/f. It is pioneering the experiential space with the recent launch of a Candytopia mobile app that uses AR technology to enhance the interactive experience and create opportunities for capturing sharable content.

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