



PRESS RELEASE

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Cloetta's CandyKing opens store in New York City with the widest Swedish Candy assortment

CandyKing, the iconic pick & mix candy brand, will on Saturday this week open a permanent store in New York City. The store offers consumers in the U.S. the widest assortment of the global viral sensation *Swedish Candy*, known for its high product quality and mix of flavors and shapes. Consumers will in the future be able to directly influence the store's assortment.

Located in the West Village at 306 Bleecker St., the store will offer **CandyKing's** complete industry-leading concept. The store offers **exclusive Swedish Candy products** only available through CandyKing.

*"The global sensation we have seen in social media in the past years is only the cherry on top of the work that we at CandyKing have done for more than 40 years, as the **category leader of pick & mix candy**. The store in New York City is permanent and, true to the CandyKing brand experience, offers the **widest assortment of Swedish Candy in the U.S.**"* says **Laura Rytkölä**, Global Director at CandyKing.

*"CandyKing is available in around 4,000 retail stores in Europe and we're very happy to now also bring our shopping experience to consumers in the U.S., the world's largest confectionery market. The store is one further step in our on-going work to leverage the **growing demand for pick & mix candy in North America**. Our pilot projects in the U.S. have provided the consumer insights needed to successfully **launch the CandyKing consumer experience in the U.S. for the long-term**."* says **Niklas Truedsson**, Area President Growth and Pick & Mix at Cloetta Group.

You can keep up with CandyKing NYC on socials through **candyking_nyc** on **TikTok** and **Instagram**.

About CandyKing:

- CandyKing is the iconic pick & mix candy brand. Founded in 1984 in Stockholm, the brand today has a very strong foothold in Europe with bold global growth ambitions.
- For over four decades, CandyKing has transformed grocery stores, cinemas, and amusement parks across Europe with its irresistible candy stations.
- CandyKing is now answering the growing demand from U.S. consumers eager for the real thing: properly assorted, high-quality Swedish candy, curated with care and presented in a joyful, colorful environment.

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- *In the Nordics, CandyKing is the leading pick & mix brand and is available in most leading grocery chains as well as quick-commerce players like Wolt and Foodora and the main airports in Sweden, Norway and Denmark. In addition, CandyKing can also be found in several cinemas, theme parks and at major entertainment industry events.*
- *CandyKing brings the best shopping experience to consumers and continuously develops its concept and introduces novelty pick & mix products in addition to the some of the most sold Swedish candy favorites, like Center, the Cola Bottle, Kexchocklad Mini, Plopp, Peaches and Foam Santa (Juleskum).*

CandyKing is part of Cloetta Group, Northern Europe's leading confectionery company. As earlier communicated, Cloetta Group will provide its next update on its expansion in North America in connection with its year-end report 2025, published on February 4, 2026.

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