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SUGAR FACTORY AMERICAN BRASSERIE TO EXPAND TO ROSEMONT'S MB FINANCIAL PARK

ROSEMONT – Sugar Factory American Brasserie will open its first mid-west location this summer at MB Financial Park in Rosemont, Ill.

The famous brand will make its way to the “Land of Lincoln” after having four over-the-top grand openings in New York City’s Meatpacking District hosted by Kendall Jenner; a brand-new Hollywood retail shop hosted by Kylie Jenner, Mario Lopez and Mel B.; a flagship location at Paris Las Vegas Hotel and Casino hosted by Kim Kardashian and Drake and its fifth Las Vegas location at Town Square, hosted by Mario Lopez and The Bella Twins.

The new 8,000-square-foot brasserie and retail store will deliver the “MTV meets Willy Wonka” appeal that has made Sugar Factory an international favorite. Created by a team of world-class chefs, the menu selections will include everything from pancakes and sweet and savory crepes to salads, burgers and pizzas, all available throughout the day.

Sugar Factory’s legendary desserts will also be available at the new brasserie. The King Kong Sundae will pack a sweet punch for up to 12 people with 24 scoops of ice cream, two cupcakes, sprinkles, caramel sauce, fudge sauce, strawberry sauce, marshmallows, Reese’s Pieces, chocolate chip cookies, crushed waffle cones, gummy bears, white chocolate strawberry shavings, sliced bananas, toasted walnuts and whipped cream, and then topped off with giant swirly pops. Sugar Factory’s decadent shakes, hot chocolate and frozen hot chocolate selections will include the chocolate cookie jar shake, made with Oreo cookie crumbles, chocolate chips, caramel, vanilla ice cream and pure melted chocolate, topped with whipped cream and Oreo cookies; coconut hot chocolate; classic frozen hot chocolate; and peanut butter hot chocolate.

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Sugar Factory's premium spirits will mix sweet treats with spiked adult beverages, including Sugar Factory's signature 36-ounce alcohol-infused smoking candy goblets. The Lollipop Passion is made with coconut, pineapple and melon flavors, and adorned with candy necklaces and swirly lollipops. The White Gummi is a playful blend of fruit and floating gummi worms. The martini selections will include the Blow Pop Martini, finished off with a Pop Rocks rim and Blow Pop in the glass, as well as the S'Mores Martini, a comforting combination of chocolate and marshmallows, garnished with a graham cracker rim.

The Rosemont location will also have a goblet and daiquiri bar, which will provide guests with signature Sugar Factory duck yards and goblets. The bar will allow patrons to walk around the Rosemont area and enjoy a delicious drink while they shop. A Chocolate Lounge will be a part of the sweet new venue, allowing guests the opportunity to enjoy the brand's popular Almond Joy Martini.

The brasserie will feature a sampling of the company's signature treats and merchandise, including their world-famous Couture Pops. Synonymous with the Sugar Factory brand, Couture Pops have become a pop culture phenomenon and have made confections a celebrity accessory. Britney Spears, Nicki Minaj, Katy Perry, Rihanna, the Jonas Brothers, Sting, Charlie Sheen, Kim Kardashian and Drake are just a few of the celebrities who have been spotted with the sparkly lollipops.

Designed by extraordinary talent Amy Kim of AK DesignNETWORK, Sugar Factory American Brasserie at Rosemont will combine modern elements with a whimsical design, taking guests on a breathtaking, visually-inspiring journey. Kim has many impressive projects to her credit, including a collaboration with Philippe Starck on the groundbreaking interior of the SLS Hotel in Beverly Hills, and Hecho Inc., a strong design and build firm making their name among New York City's finest.

The Sugar Factory brand is a hit around the world – offering everyone a sweet escape. Sugar Factory currently has stores located at The Mirage Resort & Casino, Miracle Mile Shops inside Planet Hollywood Resort & Casino, MGM Grand Hotel & Casino, Paris Las Vegas, Town Square Las Vegas and Hollywood Blvd in Los Angeles. The famed sweet retreat opened its first New York City location in the Meatpacking District and expanded internationally with its first retail store overseas in Bahrain this summer. Sugar Factory will make its way to cities such as Brooklyn, Washington, D.C., Boston, Miami and more by 2014.

For more information about Sugar Factory, please visit www.SugarFactory.com, become a fan on Facebook at www.facebook.com/SugarFactoryBrand and follow on Twitter and Vine at @SugarFactory. Follow the famous brand on Instagram at @TheSugarFactory.

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