

Sweeten Up the Holidays with Six New Sugarfina Gourmet Candy Gift Boxes Available Exclusively at Omaha Steaks



(Omaha, Neb. and Los Angeles, Nov. 19 2020) – Omaha Steaks and Sugarfina announced today a new partnership with the launch of [six luxury candy gift boxes](#), available now exclusively at [omahasteaks.com](#).

No ... it's not steak-flavored candy! The signature gift boxes include artisan confections such as cocktail-inspired candies, the world's first coffee-infused caffeinated gummy bears, and expertly curated chocolates from around the world. Much like Omaha Steaks, Sugarfina believes that you eat with your eyes first, so every part of the gourmet experience is distinctively beautiful.

Six carefully curated gift boxes are now available to purchase exclusively on the Omaha Steaks website in time for the holidays and are all priced at \$79.99, including shipping. Additional gift boxes will be available in 2021.

[Champagne Gift Box](#)

[Rose All Day Gift Box](#)

[Chocolate Lovers Gift Box](#)

[Coffee Lovers Gift Box](#)

[Cocktail Hour Gift Box](#)

[Holiday Sips Gift Box](#)

"We're thrilled to offer Sugarfina to our customers as a new gourmet gifting option for the holiday season and beyond," said Nate Rempe, President and Chief Operating Officer, Omaha Steaks. "Sugarfina is the best of the best in candy. These days, more than ever, customers need the joy that a great sweet treat brings ... just like they need their steaks. Sugarfina adds an upscale, fun, and most of all, delicious dimension to our gift offerings. We encourage our customers to add on these fun, exclusive, artisanal candy assortments to their Omaha Steaks order that are sure to surprise and delight their gift recipients."

"We're thrilled to partner with Omaha Steaks and introduce our luxury confections to more consumers, just in time for the holiday season," said Scott LaPorta, CEO and Co-Investor of Sugarfina. "These gift boxes are a perfect match for Omaha Steaks' premium offerings and provide a convenient way to gift that food lover in your life."

About Omaha Steaks®

Omaha Steaks, America's Original Butcher, founded in 1917, is an Omaha, Nebraska-based, fifth-generation, family-owned company, who has a history of supporting food security through long-standing relationships with food banks, and partnerships with national organizations to provide food to those in need during natural disasters and during the pandemic. Omaha Steaks markets and distributes a wide variety of the finest quality USDA-approved, grain-fed beef and other gourmet foods including seafood, pork, poultry, slow cooker and skillet meals, side dishes, appetizers and desserts. Today, Omaha Steaks is recognized as the nation's largest direct response marketer of premium beef and gourmet foods, available to

customers by calling 1-800-228-9055, online at www.OmahaSteaks.com or at retail stores nationwide.

About Sugarfina USA LLC

Sugarfina USA is a luxury candy brand with stores in gateway locations in the United States, Canada, and Hong Kong. The company also sells directly to consumers through its e-commerce business, in specialty retailers, department store shop-in-shops, and corporate gifting. Sugarfina's exclusive and innovative line of products is offered in distinctive and iconic packaging. To learn more about Sugarfina, visit www.sugarfina.com or follow us on Instagram, Facebook, Pinterest, and Twitter @sugarfina.

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