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## BRACH'S® CANDY MAKES ITS DEBUT IN THE 97<sup>TH</sup> MACY'S THANKSGIVING DAY PARADE® WITH 'PALACE OF SWEETS' FLOAT

*America's #1 Seasonal Sugar Brand\* brings holiday celebration to the streets of New York City with  
tasty-looking, candy-cane trimmed, 30-foot gingerbread house float*

[photo: float rendering]

[Caption: BRACH'S makes its debut in the 97th Macy's Thanksgiving Day Parade®.](#)

**CHICAGO, IL & NEW YORK, NY – OCTOBER 16, 2023** – For nearly 120 years, BRACH'S® has been making holiday moments sweeter with its iconic seasonal candies. It's only fitting the confectioner joins the lineup of another classic holiday symbol with a legacy as great as its own: the 97<sup>th</sup> Macy's Thanksgiving Day Parade®.

As tribute to the name of the original BRACH'S candy store, which opened in 1904, BRACH'S 'Palace of Sweets' float will dazzle the New York City Parade route and lift holiday spirits with its nostalgic candies on Thursday, November 23.

BRACH'S 'Palace of Sweets' will feature a rotating, colorful candy Christmas tree alongside a candy cane-trimmed, three-story tall gingerbread house. Fun fact, the biggest candy cane on the float is 9,720 times larger than an actual BRACH'S Candy Cane.

"BRACH'S has always strived to go above and beyond in helping families commemorate celebrations each season, and what better way to do so than becoming a part of the nation's most beloved holiday event: the Macy's Thanksgiving Day Parade," said Katie Duffy, Vice President and General Manager, Seasonal, BRACH'S. "We're honored to have the legacy of our sweet treats come to life within such an iconic moment that fans look forward to every holiday season – just like BRACH'S – and for the brand's first time."

As America's leading seasonal sugar candy brand\* known for its Candy Canes, Conversation Hearts, Jelly Beans and Candy Corn, BRACH'S has become synonymous with seasonal traditions. Fans can expect to see all four beloved seasonal candies represented throughout the float; hand sculpted by Macy's Studio's artisans. The various colors and textures are created using a unique array of metallic paints, glitter, and more to give it the perfect, festive BRACH'S look and feel. As the float travels down the

Parade route, riders will be dancing and celebrating the confections all while decked out in costumes reminiscent of the characters on BRACH'S packaging.

"We are delighted to welcome BRACH'S to our Macy's Thanksgiving Day Parade family and this year's fantastic line-up," said Jordan Dabby, producer of Macy's Thanksgiving Day Parade. "BRACH'S and Macy's are iconic American brands that help families across the nation celebrate the holidays and I'm looking forward to seeing the joy on spectators faces as this delicious float travels down the streets of New York City this November."

BRACH'S candies are the perfect treats for snacking, baking, decorating, or gifting during the holiday season. BRACH'S Peppermint Candy Canes; Wintergreen Candy Canes; Cherry Candy Canes; Peppermint Mini Candy Canes; Peppermint Crushed Candy Canes, and more are available at retailers nationwide.

Show how you make holiday moments sweeter using BRACH'S candies or watching BRACH'S in the Macy's Thanksgiving Day Parade with friends, family, and loved ones by posting on social media, tagging @BrachsCandy. For recipe inspiration and to learn more, visit [www.brachs.com](http://www.brachs.com).

The 97th Macy's Thanksgiving Day Parade will air nationwide in the U.S. on NBC and stream on Peacock, on Thursday, November 23, 2023, from 9 a.m. - noon, in all time zones. For more information visit [www.macys.com/parade](http://www.macys.com/parade). To follow and participate in the excitement, check out @macys on various social platforms and follow #MacysParade.

**Media Note:** Please click [HERE](#) for rendering imagery of BRACH'S Macy's Thanksgiving Day Parade float.

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### **About Brach's® Candy**

For more than a century, BRACH'S® Candy has been loved for trusted, quality sugar confections that are known for making moments sweeter. Today, BRACH'S is America's seasonal sugar candy leader\*. The portfolio leads with iconic product forms, including the #1 Candy Cane, Conversation Heart, Easter Jelly Bean, and Candy Corn\*\*. Each of BRACH'S product offerings come in a variety of shapes, textures, and flavors made for all seasonal festivities. BRACH'S inspires connection and celebration with its classic candy treats and innovations, perfect for snacking, decorating, baking, gifting, and so much more. To learn more about BRACH'S, visit [brachs.com](http://brachs.com), or follow along on [TikTok](#), [Facebook](#), [Instagram](#), and [Pinterest](#).

### **About Ferrara®**

For more than 115 years, Ferrara has created sugar confections that enable moments of sweetness, celebration, and connection for candy lovers of all generations. Today, the company is the #1 sugar confectioner in the United States\*. Ferrara boasts a passionate team of more than 7,500 employees creating and delivering hundreds of products sold under 20 popular brands like Brach's®, NERDS®, SweetTARTS®, Laffy Taffy®, and Trolli® to more than 66 million U.S. households annually and popular Dori snacking products under brands such as Dori, Pettiz, Gometts, and Yogurte 100 for more than 40 countries worldwide. Ferrara's success in industry-leading innovation has been driven by deep consumer insights, strong retailer co-creation and partnerships, and a dedication to diversity of thought, experience, and people. A privately held company, Ferrara has its global headquarters in Chicago and an operational network of more than 13 locations in North America that includes manufacturing, distribution, sales, and R&D facilities. The company has a close relationship with the Ferrero Group as a related

company which provides industry partnership and collaboration opportunities. Learn more at [www.ferrarausa.com](http://www.ferrarausa.com) or [www.linkedin.com/company/ferrara-](http://www.linkedin.com/company/ferrara-).

### **About Macy's Thanksgiving Day Parade**

The Macy's Thanksgiving Day Parade is a national icon that has grown into a world-famous holiday event. For nearly 100 years, the Macy's Thanksgiving Day Parade has marked the official start of the holiday season. Growing in size and scale, the Parade features Macy's signature giant character balloons, fabulous floats, incredible marching bands, celebrities, clowns, dance and performance groups, and the one and only Santa Claus, spreading holiday cheer. For more information on the Macy's Parade, please visit [www.macys.com/parade](http://www.macys.com/parade).

**\*Source:** *Circana Market Advantage Total US MULO+C: Latest 52 Weeks WE 9.10.23*

**\*\*Source:** #1 Candy Cane Brand - Circana Market Advantage Total US MULO+C: Holiday Season 8 Weeks WE 12.25.22; #1 Conversation Heart Brand - Circana Market Advantage Total US MULO+C: Valentine's Day Season 8 Weeks WE 2.20.23; #1 Seasonal Easter Jelly Bean Brand - Circana Market Advantage Total US MULO+C: Easter Season 8 Weeks WE 4.9.23; #1 Candy Corn Brand - Circana Market Advantage Total US MULO+C: Halloween Season 14 Weeks WE 11.06.22;