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**FOR IMMEDIATE RELEASE**

**Tanger Outlets Daytona Beach Welcomes Cloudhop Bakeshop**

*Regional shopping destination debuts brand’s first Volusia County location*

**DAYTONA BEACH, Fla. (Sept. 18, 2024) –** Shoppers can satisfy their sweet tooth cravings with a new eatery open at **Tanger Outlets Daytona Beach.** Locally owned **Cloudhop Bakeshop** makes itsDaytona Beach debut at the popular open-air shopping center with a dreamy selection of sweet treats for every palate. The new addition rounds out the center’s impressive list of top brands and specialty shops, including Nike, Serena & Lily, Simply Southern, J. Crew and others.

“We are excited for guests to experience the inventive flavors created by Cloudhop Bakeshop,” said Tanger Daytona Beach Marketing Director Shelley Sloan. “As we expand our retail offerings, we continue to be intentional about bringing in brands that blend quality with originality to give our customers an unmatched shopping experience when visiting Tanger Daytona Beach.”

Serving a perfectly balanced selection of cookies and cupcakes, **Cloudhop Bakeshop** promises only high-quality ingredients; some of which are sourced from the world’s finest farms. The delectable menu of dreamy flavors is packed with feelings of joy, nostalgia and bliss to enjoy with every delicious bite. From soft and fluffy tres leches and blueberry amaretto cupcakes to gooey and stuffed cookies featuring fire-roasted s’mores and childhood-favorite cereals, customers can check out Cloudhop Bakeshop’s newly opened 1,000-square-foot location next to Columbia.

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**About Tanger Daytona Beach**

Tanger Daytona Beach is Volusia County’s upscale, open-air outlet shopping destination, featuring a coveted collection of top brands and local shops. The 352,000-square-foot center features more than 75 premier outlet stores offering real style and real savings every day. Shopper-favorite brands at Tanger Daytona Beach include Nike, Old Navy, Skechers, Columbia Sportswear, Coach, Serena & Lily, Crocs, J. Crew and more. For a full store listing and map, as well as directions, events and scoop on the latest sales, visit [tanger.com/daytona](http://tanger.com/daytona), download the Tanger App or connect on [Facebook](https://www.facebook.com/TangerOutletsDaytonaBeach/) and [Instagram](https://www.instagram.com/tangeroutletsdaytona/). Guests can also access the ultimate shopping experience by joining [TangerClub](https://www.tanger.com/tangerclub), Tanger’s exclusive loyalty program, for curated offers and rewards.