

A top-down view of various kitchen items on a light grey surface. In the center is a white rectangular box containing the brand name and year. Surrounding the box are several kitchen tools: two red silicone spatulas with stainless steel handles, two blue silicone spatulas with different head shapes, a blue silicone brush, a yellow whisk, and three green silicone spatulas. There are also fresh ingredients: a bunch of green basil, a bowl of pasta salad with cucumbers, peas, and tomatoes, a bunch of yellow spaghetti, two red chili peppers, and several green pea pods. A white ceramic container with a yellow whisk inside is also visible.

# Sur la table

MAKE MORE GATHER OFTEN™

**2025**

Sur la table



# BRAND MISSION

To equip food lovers with cook's tools and cooking skills that inspire confidence and joy in the kitchen and a lifetime of celebration at the table

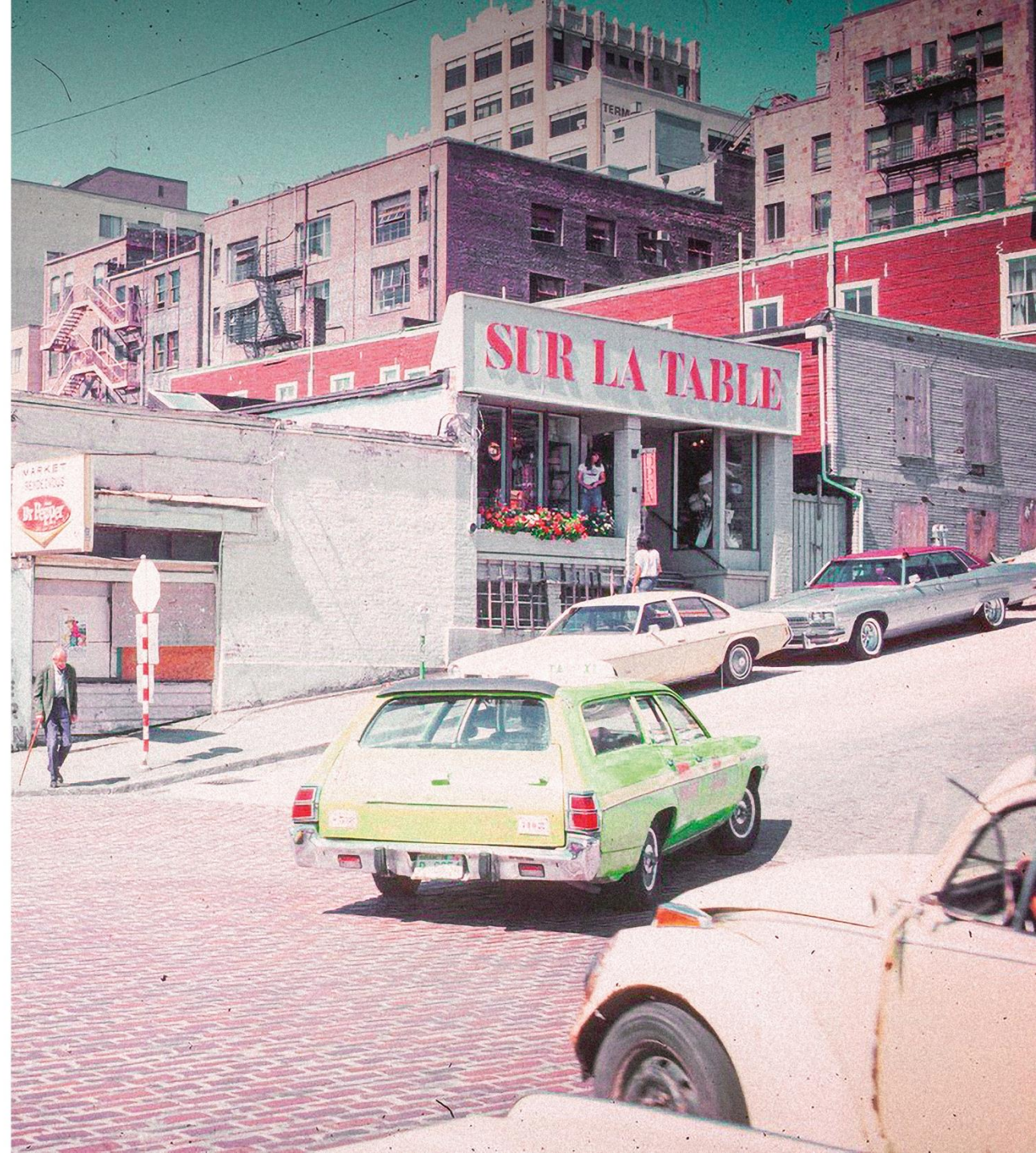




# OUR HISTORY

Our company started with a simple idea:  
**Make good food. Invite people. Do it daily.**

Sur la table is as close to this mission today as the day we opened our doors in Pike Place Market in 1972. From the beginning, our founder Shirley Collins has partnered with the world's best chefs and kitchen brands to bring customers trusted tools to make delicious memories. And we continue to create happiness through cooking and sharing good food.





# TIMELINE



## 1972 OUR FIRST STORE OPENS IN SEATTLE

"I learned this right out the gate:  
Listen to your customers and they will tell  
you exactly what they need."

**SHIRLEY COLLINS,  
FOUNDER**

## 1974 CUISINART ARRIVES

We are the first West Coast retailer to carry  
the state-of-the-art food processor.



## 1988 FIRST CATALOG

Orders for our first catalog are  
hand-picked and shipped out of  
the office above the store.



## 1995 AND THEN THERE WERE TWO

We open our second  
store on October 23, 1995,  
in Berkeley, California.

## 2002-2005 HELLO L.A. & NYC

We open stores in L.A. and New  
York, introducing Sur La Table to  
millions of global travelers.



## 2020 ONLINE CLASSES

We roll out online cooking classes  
to reach (and teach) culinary  
enthusiasts wherever they are.



## 1980 THE MOVE

The store moves to its present spot in  
Seattle's Historic Pike Place Market.



1996

## FIRST COOKING CLASSES OFFERED

"We traveled the world to discover new flavors and cook with local chefs-that sparked my passion  
to bring back techniques, tools and cookware to help people explore global cooking."

**SRENEE BEHNKE,  
CULINARY PROGRAM FOUNDER**



## 1999 WE'RE ONLINE

**Surlatable.com** goes live, bringing our  
passion for cooking and entertaining to  
people everywhere.

## 2000 MEET VITAMIX

We are the first national specialty  
store to carry the first Vitamix  
offered for retail sale.



## 2022 SUR LA TABLE COLLECTIONS

We expand our range of  
private-label collections, putting  
our 50 years of cooking expertise to  
work for home cooks.



# OUR CUSTOMER

Curious cooks of all ages and skill levels who are passionate about food and wish to expand their culinary horizons by exploring new techniques and global flavors. Whether it's a creative outlet, a means of expression, or a way to connect with people, they look to Sur La Table to equip their kitchen and evolve them as a chef.





## DEMOGRAPHIC

**63%**

Female

**43%**

Gen X

**72%**

Homeowners

**63% | 10% | 79%**

Employed | Homemaker | College Educated

**61%**

Married

**67%**

Parents

**16%**

Aided Awareness

**63%**

Who shopped the brand in the last 12 months  
would recommend to family/friend





A close-up photograph of a person's hand holding a light-colored, textured ceramic cup. The hand is positioned on the right side of the frame, with fingers wrapped around the cup. The cup has a slightly irregular, handmade appearance. The background is a soft, out-of-focus grey.

**APPROACHABLE / DELIGHTFUL  
CONVERSATIONAL**

**BRAND VOICE**



# LAUNCH IN THE UK

At the heart of the Sur La Table brand is a celebration of food and the joy it can bring to people.

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Sur La Table succeeds in the US because no other appliance brand talks to the consumer about food in such a relatable fashion. Sur La Table consumers adore the brand as it is truly more about the food than about the appliances.

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Now Sur La Table is coming to UK looking to bring French cuisine to the masses through stylish and colourful appliances that UK consumers will love.

**MAKE MORE GATHER OFTEN™**



# MOOD BOARD





# PACKAGING

COLOUR ME HAPPY RANGE





# PACKAGING

## CORE COLLECTION







# Sur la table

COLOUR ME HAPPY RANGE

The Colour Me Happy range from Sur La Table features bright bold colours that draw the eye. These striking products make beautiful focal pieces with the colourful range spanning across a wide variety of items, allowing this distinct design to flow seamlessly from kitchen to tabletop.



Description
UK SSP
Product Code
Launch Date
Material



DINNER PLATE  
£10.00  
**854527**  
*Available now*  
Stoneware



DINNER PLATE  
£10.00  
**855029**  
*Available now*  
Stoneware



DINNER PLATE  
£10.00  
**854510**  
*Available now*  
Stoneware



SIDE PLATE  
£9.00  
**854541**  
*Available now*  
Stoneware



SIDE PLATE  
£9.00  
**854558**  
*Available now*  
Stoneware



SIDE PLATE  
£9.00  
**854534**  
*Available now*  
Stoneware



CEREAL BOWL  
£9.00  
**854602**  
*Available now*  
Stoneware



CEREAL BOWL  
£9.00  
**854619**  
*Available now*  
Stoneware



CEREAL BOWL  
£9.00  
**854596**  
*Available now*  
Stoneware



PASTA BOWL  
£11.00  
**854572**  
*Available now*  
Stoneware



PASTA BOWL  
£11.00  
**854589**  
*Available now*  
Stoneware



PASTA BOWL  
£11.00  
**854565**  
*Available now*  
Stoneware

Description
UK SSP
Product Code
Launch Date
Material





SET OF 4 PLACEMATS  
£38.00  
**854671**  
Available now  
Spun Bamboo



SET OF 4 COASTERS  
£14.00  
**854688**  
Available now  
Spun Bamboo

Description
UK SSP
Product Code
Launch Date
Material







Description
UK SSP
Product Code
Launch Date
Material

TRAY  
£35.00  
**855760**  
*Available now*  
Spun Bamboo



SET OF 2 SALAD SERVERS  
£12.00  
**854725**  
*Available now*  
Bamboo



Description
UK SSP
Product Code
Launch Date
Material

SALAD BOWL  
£25.00  
**854718**  
*Available now*  
Spun Bamboo



SET OF 3 NIBBLE BOWLS & TRAY  
£25.00  
**854749**  
*Available now*  
Spun Bamboo





Description
UK SSP
Product Code
Launch Date
Material



SET OF 2 GLASS TUMBLERS

£18.00

**854763**

Available now  
Glass



SET OF 2 GLASS TUMBLERS

£18.00

**854770**

Available now  
Glass



GLASS CARAFE

£25.00

**854756**

Available now  
Glass



Description
UK SSP
Product Code
Launch Date
Material



MUG

£8.00

**854633**

Available now  
Stoneware



MUG

£8.00

**854640**

Available now  
Stoneware



MUG

£8.00

**854626**

Available now  
Stoneware



MUG

£8.00

**854657**

Available now  
Stoneware



SET OF 4 ESPRESSO MUGS

£20.00

**854664**

Available now  
Stoneware







SET OF 4 NAPKINS  
£20.00  
**854879**  
Available now  
100% BCI Cotton



DOUBLE OVEN GLOVE  
£22.00  
**854831**  
Available now  
100% BCI Cotton



SET OF 2 TEA TOWELS  
£20.00  
**854855**  
Available now  
100% BCI Cotton

Description
UK SSP
Product Code
Launch Date
Material







FRUIT BOWL  
£28.00  
**855753**  
*Available now*  
Wire & Bamboo



UTENSILS POT  
£18.00  
**855746**  
*Available now*  
Wire & Bamboo



BREAD BIN  
£40.00  
**855739**  
*Available now*  
Steel & Bamboo



SET OF 3 CAKE TINS  
£35.00  
**855722**  
*Available now*  
Steel



SET OF 3 STORAGE TINS  
£35.00  
**855685**  
*Available now*  
Steel







BLUE SET OF 2  
£14.99  
**SLT847053BLU**  
SS25  
Acrylic & Steel



GREEN SET OF 2  
£14.99  
**SLT847053GRN**  
SS25  
Acrylic & Steel



ORANGE SET OF 2  
£14.99  
**SLT847053ORG**  
SS25  
Acrylic & Steel



YELLOW SET OF 2  
£14.99  
**SLT847053YLW**  
SS25  
Acrylic & Steel



LARGE MANUAL MILL  
£19.99  
**SLT847088**  
SS25  
Hevea Wood







GREEN 4 PIECE  
COOKWARE SET  
£199.99  
SLT800320GRN  
SS25  
Aluminium



ORANGE 4 PIECE  
COOKWARE SET  
£199.99  
SLT800320ORG  
SS25  
Aluminium



BLUE 5 PIECE  
COOKWARE SET  
£179.99  
SLT800310BLU  
SS25  
Stainless Steel



YELLOW 5 PIECE  
COOKWARE SET  
£179.99  
SLT800310YLW  
SS25  
Stainless Steel







6 PIECE KNIFE SET WITH STAND  
– ASSORTED COLOURS  
£29.99  
**SLT851061**  
SS25  
Stainless Steel and PP



12 PIECE UTENSIL SET &  
HOLDER – ASSORTED COLOURS  
£34.99  
**SLT832251**  
SS25  
Silicone and PP



SET OF 4 UTENSILS  
WITH HOLDER  
£49.99  
**SLT847091**  
SS25  
Hevea Wood



MEDIUM  
PADDLE BOARD  
£24.99  
**SLT847081**  
SS25  
Hevea Wood



LARGE  
PADDLE BOARD  
£34.99  
**SLT847082**  
SS25  
Hevea Wood



MEDIUM  
CHOPPING BOARD  
£21.99  
**SLT847083**  
SS25  
Hevea Wood



LARGE  
CHOPPING BOARD  
£34.99  
**SLT847084**  
SS25  
Hevea Wood



SERVING TRAY  
£39.99  
**SLT847089**  
SS25  
Hevea Wood



CHEESEBOARD SET  
£32.99  
**SLT847086**  
SS25  
Hevea Wood

Description

UK SSP

Product Code

Launch Date

Material

Description

UK SSP

Product Code

Launch Date

Material





# Sur la table

## CORE COLLECTION

The core range from Sur La Table is inspired by the classic cafes and shops of France. Taking inspiration from beautiful Parisian shops, this range features elegant shapes and strong stripes to bring a taste of urban France to your kitchen.





3.5 LITRE DIGITAL  
SLOW COOKER  
£119.99  
**SLT16010BLK**  
SS25



6.5 LITRE DIGITAL  
SLOW COOKER  
£129.99  
**SLT16011BLK**  
SS25

Description

UK SSP

Product Code

Launch Date





Description
UK SSP
Product Code
Launch Date
Material

## RKW







Description
UK SSP
Product Code
Launch Date
Material

LARGE MANUAL MILL  
£22.99  
**SLT847113**  
SS25  
Acacia Wood





Description
UK SSP
Product Code
Launch Date
Material



STAINLESS STEEL 16CM SAUCEPAN  
£34.99  
**SLT900221**  
SS25  
Stainless Steel



STAINLESS STEEL 18CM SAUCEPAN  
£39.99  
**SLT900222**  
SS25  
Stainless Steel



STAINLESS STEEL 20CM SAUCEPAN  
£44.99  
**SLT900223**  
SS25  
Stainless Steel



STAINLESS STEEL 3 PIECE SAUCEPAN SET  
£99.99  
**SLT900224**  
SS25  
Stainless Steel



STAINLESS STEEL 24CM FRYING PAN  
£34.99  
**SLT900225**  
SS25  
Stainless Steel



STAINLESS STEEL 28CM FRYING PAN  
£44.99  
**SLT900226**  
SS25  
Stainless Steel



STAINLESS STEEL 30CM FRYING PAN  
£49.99  
**SLT900227**  
SS25  
Stainless Steel



STAINLESS STEEL 24CM CASSEROLE  
£49.99  
**SLT900228**  
SS25  
Stainless Steel



STAINLESS STEEL 28CM MULTI-PAN  
£64.99  
**SLT900229**  
SS25  
Stainless Steel

Description
UK SSP
Product Code
Launch Date
Material

Description
UK SSP
Product Code
Launch Date
Material





Description
UK SSP
Product Code
Launch Date
Material



TRIPLY 16CM SAUCEPAN  
£44.99  
**SLT900231**  
SS25  
Stainless Steel & Aluminium



TRIPLY 18CM SAUCEPAN  
£49.99  
**SLT900232**  
SS25  
Stainless Steel & Aluminium



TRIPLY 20CM SAUCEPAN  
£54.99  
**SLT900233**  
SS25  
Stainless Steel & Aluminium



TRIPLY 3 PIECE SAUCEPAN SET  
£139.99  
**SLT900234**  
SS25  
Stainless Steel & Aluminium



TRIPLY 24CM FRYING PAN  
£44.99  
**SLT900235**  
SS25  
Stainless Steel & Aluminium



TRIPLY 28CM FRYING PAN  
£54.99  
**SLT900236**  
SS25  
Stainless Steel & Aluminium



TRIPLY 30CM FRYING PAN  
£64.99  
**SLT900237**  
SS25  
Stainless Steel & Aluminium



TRIPLY 24CM CASSEROLE  
£59.99  
**SLT900238**  
SS25  
Stainless Steel & Aluminium



TRIPLY 28CM MULTI-PAN  
£74.99  
**SLT900239**  
SS25  
Stainless Steel & Aluminium

Description
UK SSP
Product Code
Launch Date
Material

Description
UK SSP
Product Code
Launch Date
Material







HARD ANODISED 3 PIECE  
SAUCEPAN SET  
£129.99  
**SLT800370**  
SS25  
Aluminium



HARD ANODISED 24CM  
FRYING PAN  
£34.99  
**SLT800371**  
SS25  
Aluminium



HARD ANODISED 28CM  
FRYING PAN  
£39.99  
**SLT800372**  
SS25  
Aluminium



HARD ANODISED 30CM  
FRYING PAN  
£44.99  
**SLT800373**  
SS25  
Aluminium



HARD ANODISED 24CM  
CASSEROLE  
£59.99  
**SLT800374**  
SS25  
Aluminium



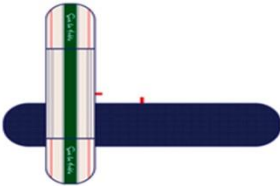
HARD ANODISED 28CM  
MULTI-PAN  
£69.99  
**SLT800375**  
SS25  
Aluminium







APRON  
£35.00  
**TBC**  
SS25  
100% BCI Cotton



DOUBLE OVEN GLOVE  
£25.00  
**TBC**  
SS25  
100% BCI Cotton



SET OF 2 TEA TOWELS  
£20.00  
**TBC**  
SS25  
100% BCI Cotton



TABLE RUNNER  
£30.00  
**TBC**  
SS25  
100% BCI Cotton

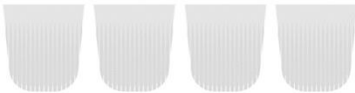


SET OF 4 NAPKINS  
£25.00  
**TBC**  
SS25  
100% BCI Cotton

Description
UK SSP
Product Code
Launch Date
Material



Description
UK SSP
Product Code
Launch Date
Material

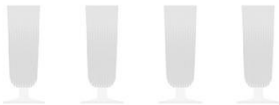


SET OF 4 RIBBED  
GLASS TUMBLERS  
£30.00  
**TBC**  
SS25  
Glass

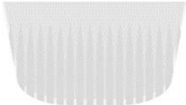


SET OF 4 RIBBED  
FOOTED GLASSES  
£40.00  
**TBC**  
SS25  
Glass

Description
UK SSP
Product Code
Launch Date
Material



SET OF 4 RIBBED  
FLUTE GLASSES  
£30.00  
**TBC**  
SS25  
Glass



GLASS DESSERT  
BOWL  
£10.00  
**TBC**  
SS25  
Glass

Description
UK SSP
Product Code
Launch Date
Material



SET OF 2 MUGS  
£31.00  
**TBC**  
SS25  
Stoneware



SET OF 4 ESPRESSO MUGS  
£30.00  
**TBC**  
SS25  
Stoneware





16 PIECE CUTLERY SET  
– ANTIQUE FINISH  
£50.00  
**TBC**  
SS25  
Stainless Steel



SET OF 4 PLACEMATS  
£40.00  
**TBC**  
SS25  
Acacia Wood

Description
UK SSP
Product Code
Launch Date
Material





Description  
UK SSP  
Product Code  
Launch Date  
Material



DINNER PLATE  
£12.00  
**TBC**  
SS25  
Stoneware



SIDE PLATE  
£10.00  
**TBC**  
SS25  
Stoneware



CEREAL BOWL  
£10.00  
**TBC**  
SS25  
Stoneware



PASTA BOWL  
£12.00  
**TBC**  
SS25  
Stoneware

Description  
UK SSP  
Product Code  
Launch Date  
Material



Description
UK SSP
Product Code
Launch Date
Material



SET OF 4 SIDE PLATES  
£35.00  
**TBC**  
SS25  
Stoneware



JUG  
£40.00  
**TBC**  
SS25  
Stoneware



TRAY  
£50.00  
**TBC**  
SS25  
Acacia Wood



LARGE OVEN ROASTER  
£30.00  
**TBC**  
SS25  
Stoneware



SMALL OVEN ROASTER  
£15.00  
**TBC**  
SS25  
Stoneware





**THANK YOU  
FOR YOUR CONTINUOUS SUPPORT**



[www.rkw ltd.com](http://www.rkw ltd.com)



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