

Sur La Table

Sur La Table Celebrates Chef Renee Erickson Book Tour as Title Sponsor for New Book *Sunlight & Breadcrumbs: Making Food with Creativity and Curiosity*

The tour centered on Erickson's second cookbook highlights the beauty and creativity in making everyday food at home as Sur La Table continues to deepen relationships with today's most iconic names in the culinary world.

SEATTLE, Wash. (September 30, 2024) – [Sur La Table](#), the trusted kitchen brand, announced today that it would be supporting chef, restaurateur, artist and author [Renee Erickson](#) as the title sponsor of her upcoming tour for her second cookbook, *Sunlight & Breadcrumbs*. The tour will bring Renee coast to coast at four stops in Erickson's native Seattle, New York City, Costa Mesa, and Houston. Sur La Table's stores will serve as the perfect backdrop for each tour stop, hosting the public for meet & greets, signings and even hands on cooking demonstrations. Signed books will be available for sale in-person and online.

"I've been a Sur La Table fan for years, and Sur La Table has been my go-to kitchen brand for a long time, so this sponsorship feels really authentic to both myself and the cooks who I've written this book for," said Erickson. "This new book has over 100 recipes, alongside essays to connect the dots between creative practices and the food that results – helping to make each meal a more thoughtful expression of life at that moment", a theme reflected in Sur La Table's approach to bring customers trusted tools and make delicious memories (inspirational approach to gathering more around food).

With four stops in Seattle, Erickson's home and the birthplace of Sur La Table, the tour is deeply personal for both Erickson and Sur La Table. In many ways, Sur La Table and Erickson have had a special relationship for decades, with Erickson regularly shopping as a customer of their original store in the historic Pike Place Market since starting her culinary career. The title sponsorship reinforces Sur La Table's commitment to working with today's most compelling chefs, including Edd Kimber, Kevin Pang, and legendary chef Justin Chapple, becoming the culinary world's go-to brand for chefs and food enthusiasts at all levels. From premium kitchen products, to hands-on cooking classes for all ages, wherever people are in their food journey, Sur La Table provides the resources to achieve their culinary ambitions.

“Through cooking, Renee’s newest book encourages a creative approach, personal expression and a keen intuition – all qualities Sur La Table values,” said Kristin Flor Perret, Head of Brand Marketing at Sur La Table. “We are thrilled to support Renee and chefs at all levels to make cooking both joyful and approachable, as part of Sur La Table’s mission to Make More and Gather Often.”

For more information about how to attend, please visit www.SurLaTable.com.

Media Contacts

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About Sur La Table

Our company started with a simple idea: Make good food. Share it. Do it often. Sur La Table is as close to this mission today as the day we opened our doors in Seattle's Pike Place Market in 1972. From the beginning, our founder Shirley Collins partnered with the world’s best chefs and kitchen brands to bring customers trusted tools to make delicious memories. Our resident chefs teach 60,000 cooking classes a year to more than 700,000 people in our kitchens and now online. With stores across the US and many local cooking schools, Sur La Table is a resource for cooks of all levels. And we continue to create happiness through cooking and sharing good food. Make More Gather Often. That's our invitation to you.

About Marquee Brands

Marquee Brands is a leading global brand owner, marketer and media company. Owned by investor funds managed by Neuberger Berman, one of the world’s leading employee-owned investment managers, Marquee Brands targets high quality brands with strong consumer awareness and long-term growth potential. Marquee Brands seeks to identify brands in various consumer product segments with the goal of expanding their reach across retail channel, geography and product category while preserving the brand heritage and enhancing the ultimate consumer experience. The company’s portfolio of notable brands includes Martha Stewart, BCBG Group, Ben Sherman, Dakine, Sur La Table, Body Glove, Emeril Lagasse, Motherhood Maternity, A Pea in a Pod, and Bruno Magli. Through its global team of professionals and partners, Marquee Brands monitors trends and markets in order to grow and manage brands in partnership with retailers, licensees and manufacturers through engaging, impactful strategic planning, marketing, and ecommerce. marqueebrands.com

About Renee Erickson

[Renee Erickson](#) is a James Beard award-winning chef, author and the chef/co-owner of multiple projects in Seattle, Washington: The Walrus and the Carpenter, The Whale Wins, Barnacle, Boat Bar, Bateau, Lioness, Deep Dive, Willmott's Ghost, Westward, and several General Porpoise Doughnuts and Coffee locations. Her new cookbook *Sunlight & Breadcrumbs* explores the surprising wonder and satisfaction you can find in making everyday food, inspiring us all to cook creatively. The book highlights the beauty and creativity in making everyday food at home. Renee decided to reconnect with her creativity by painting, taking photographs, making ceramics, and, of course, cooking everything you will find inside its charming pages.