



Sur la table

Savor a World of Flavors with Holland America Line and Sur La Table's Immersive New Cooking Classes, Available to Book Nationwide

Seattle, Wash., Nov. 1, 2024 — [Holland America Line](#) and trusted kitchen brand [Sur La Table](#) are joining forces to bring global flavors from ship to shore. This new collaboration will offer cooking classes at Sur La Table locations nationwide, inspired by Holland America Line's visits to over 140 ports across Europe. Through hands-on learning with top tier chefs, the classes aim to help guests gather more and gather better and provide access to Sur La Table's top-rated tools and equipment to learn how.

A highlight of the partnership will be classes focused on preparing fresh fish dishes, reflecting Holland America Line's commitment to serving fresh seafood from port to plate in 48 hours. Participants will work with top tier chefs to learn how to create a destination-inspired dish using global flavors and techniques as well as a Dutch dessert to embrace Holland America Line's Dutch heritage. Recipes will include crowd pleasers and adventurous dishes such as seared salmon with saffron hollandaise, endive and roquefort winter salad, herbes de Provence and stroopwafel crème brulee.

At Sur La Table's 53 stores nationwide, guests will have access to top chefs and expert advice from the leading culinary retailer and largest recreational cooking school in the nation. Through its culinary program, Sur La Table annually teaches over 425,000 students and offers 40,000 classes-- from date nights and kids' series to global flavor, baking and more. All Sur La Table culinary classes are 100% hands on, so guests know that they will truly experience the culinary lesson, rather than observing.

"Our Global Fresh Fish program has been a culinary game-changer at sea, so we're excited to be the inspiration for these new classes at Sur La Table," said Kacy Cole, chief marketing officer at Holland America Line. "It's an opportunity for food lovers to experience the flavors of our worldwide journeys in their hometowns while also highlighting our expertise in Destination Dining™."

"We're thrilled to invite Holland America Line's guests into our kitchens to experience Sur La Table's culinary expertise," said Kristin Flor Perret, head of brand marketing at Sur La Table. "These classes offer a unique way to 'travel' through food and learn techniques inspired by destinations around the world, while enjoying hands on experience and tips from our incredible resident chefs. All of this supports our mission of connecting through gathering—make more, gather often."

Classes will begin November 1, 2024 at Sur La Table locations nationwide. The experience includes:

- Hands-on cooking classes featuring a menu inspired by Holland America Line's voyages
- Expert instruction on preparing fresh fish dishes with global flavors and a Dutch inspired dessert
- Recipes carefully crafted by culinary experts from both Holland America Line and Sur La Table

Global Fresh Fish Program

The partnership builds on Holland America Line's Global Fresh Fish program, a pioneering initiative that sources fresh fish from a network of 60 ports to serve on board within 48 hours. The program offers 80 types of fresh fish species across all restaurants on Holland America Line ships, bringing destination-inspired menus and local specialties to guests.

Classes can be booked at www.surlatable.com/cooking-classes/ or at local Sur La Table stores. Prices begin at \$99 per person.

For more information about Holland America Line, consult a travel advisor, call 1-877-SAIL HAL (877-724-5425) or visit hollandamerica.com.

Editor's Note: Photos are available at <https://www.cruiseimagelibrary.com/c/egmlwhuf>

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About Holland America Line

Holland America Line has been exploring the world for 150+ years with expertly crafted itineraries, extraordinary service and genuine connections to the destinations. Offering an ideal perfectly-sized ship experience, its fleet visits nearly 400 ports in 114 countries around the world and has shared the thrill of Alaska for more than 75 years — longer than any other cruise line. Holland America Line's 11 vessels feature a diverse range of enriching activities and amenities focused on destination immersion and personalized travel. Guests enjoy the best entertainment at sea, and dining venues featuring exclusive dishes by world-famous chefs. A new global fresh fish program brings more than 80 types of fresh fish on board, sourced and served locally in regions around the world.

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.