

# Sur La Table

MAKE MORE GATHER OFTEN

## **The Culinary Destination by Chefs, For Chefs, Sur La Table Tapped as Exclusive Launch Retailer for All-Clad HA1 Expert Nonstick Collection**

*Sur La Table's enhanced partner strategy, rooted in coveted exclusives and culinary expertise, cements the retailer as the go-to destination for top, professional-grade kitchen and cooking brands for professional and aspiring chefs.*

**SEATTLE, Wash. (December 17, 2024)** – Sur La Table, the national specialty cookware retailer and culinary institution, is thrilled to announce that it will be the exclusive launch retailer of the highly anticipated All-Clad HA1 Expert Nonstick Collection, launching December 26<sup>th</sup>, 2024, both in stores and online. Seeking a trusted destination for consumers at every stage of their culinary journey to reach an engaged audience, All-Clad selected Sur La Table as the exclusive retailer for this upgraded collection due to Sur La Table's continued success in curating relationships with high-profile brands that offer quality kitchenware.

From passionate home cooks to household name chefs looking for professional-grade tools, the All-Clad HA1 Expert Nonstick Collection exclusive with Sur La Table is a synergistic partnership, offering a line of products that meet the brands' shared consumer demographic of culinary enthusiasts wherever they are in their cooking journey. The collection combines high-level performance with at-home convenience to become a must-have upgrade for any kitchen.

All-Clad selected Sur La Table as the exclusive retailer given its reputation as the premier destination for professional chefs. All-Clad represents legacy and commitment to integrity for its products, and Sur La Table enables all levels of culinary fans and professionals-alike to experience and find the best tools to meet their demands. HA1 Expert provides the same performance consumers have come to expect from All-Clad following generations of professional performance for at-home cooks and professionals.

"This exclusive partnership is yet another step in our journey as the leading retail destination for culinary brands, professionals and enthusiasts," said Kristin Flor Perret, Head of Brand Marketing at Sur La Table. "Through our mission, we are constantly inspiring our guests to make more and gather often. We see these exclusive offerings as another way of helping our community, whether professionals or kitchen enthusiasts, to do just that, with confidence."

The HA1 Expert Collection was created in direct response to consumer feedback on existing All-Clad products within the nonstick cookware category. This collection aims to enhance longevity and usability with several key upgrades, including improved nonstick technology that ensures even greater durability and performance than its predecessor, a redesigned handle for improved comfort and maneuverability, and a full induction plate for faster heat distribution and durability. Manufactured using a hard-anodized aluminum process, the cookware is constructed from

scratch-resistant, 100% recycled aluminum and features an optimized stainless-steel base for even heat distribution. The interior is coated with a long-lasting PTFE nonstick surface, and the handles are made from 70% recycled stainless steel.

“HA1 Expert represents the next generation of professional-grade nonstick from All-Clad,” shares Lauren DaSilva, Product Manager, All-Clad Cookware. “From busy professionals to self-taught home cooks, a nonstick pan is an integral tool for any cook’s collection, and the collaboration with our partners as Sur La Table will help bring this journey to life for shoppers in-store and online. The convenience of a nonstick pan, elevated by our improvements in the HA1 Expert lineup, cannot be celebrated enough, especially for busy cooks at home, looking for great results.”

#### **All-Clad HA1 Expert Collection Features & Benefits:**

- Updated full induction plate for faster heat and improved durability.
- Longer-Lasting Professional Nonstick: Experience the ultimate cooking convenience at home with easy to clean longer-lasting PTFE nonstick that delivers professional performance.
- Premium Design- Responsibly crafted with a 100% recycled aluminum body, added convenience of flared pouring edges and new, 70% recycled stainless-steel comfort grip handles for easy maneuvering.
- Superior Construction: Scratch resistant, hard anodized aluminum reinforced with an optimized stainless-steel base for improved durability, warp resistance and more even, consistent heat.
- Versatile & Easy Care - Safe for efficient use on all stovetops including energy saving induction cooktops.
  - HA1 Expert cookware is oven safe up to 500°F, and the glass lids are safe up to 350°F.
  - Dishwasher safe for convenience, however it is recommended to handwash and use with silicone, nylon or wooden utensils to preserve the nonstick and the integrity of your cookware.

Through exclusive partnerships, Sur La Table has cemented its place as the go-to destination by chefs, for chefs. Sur La Table is not just a retailer, but a resource for chefs at every stage and at every experience level.

For more information and to shop the exclusive both in-store and online, please visit [www.surlatable.com](http://www.surlatable.com) or a Sur La Table location in your area.

#### **Media Contacts**

Magrino PR

[SurLaTable@magrinopr.com](mailto:SurLaTable@magrinopr.com)

#### **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](http://marqueebrands.com)

### **About All-Clad**

Originally designed to meet the demands of professional chefs, All-Clad is the undisputed choice in top culinary circles and four-star kitchens throughout the world. Today, as the preferred premium cookware brand for both professional chefs and passionate home cooks alike, All-Clad is the "must-have" kitchen companion for cooking enthusiasts. With a 50-year history of superior cookware, All-Clad is helping home cooks elevate their skills with the right professional grade tools – you know, the ones pro chefs *actually* use – so that they can feel and do as the experts do, even in their own kitchens. All-Clad is part of the Groupe SEB family of brands. For more information, please visit [www.all-clad.com](http://www.all-clad.com).