



National Specialty Retailer, Sur La Table, Announces Asset Purchase of Seattle Coffee Gear, Expanding Specialty Coffee Retail Offerings

Seattle, WA (March 3, 2025): Sur La Table, a nationwide specialty retailer of cookware, kitchen electrics, and bakeware, today announced the acquisition of Seattle Coffee Gear, a Washington state-based coffee equipment retailer, in an asset purchase. Founded in 2005, Seattle Coffee Gear has focused on helping people make coffee they love, with a wide array of high-quality products, broad team of experts, and in-house service for equipment.

“We’ve long admired Seattle Coffee Gear’s reputation and deep expertise in the specialty coffee category,” said Jordan Voloshin, CEO of Sur La Table. “This acquisition will allow us to expand our current offerings by reaching the highly engaged coffee community in new ways that will elevate our customers’ shopping experience, while offering Seattle Coffee Gear’s core consumers elevated national retail reach.

The transition will be smooth for Seattle Coffee Gear’s existing customers, who will continue to enjoy the same level of service and expert guidance they have come to expect, now backed by the national retail presence and culinary expertise of Sur La Table.

For more information on Sur La Table, please visit www.surlatable.com.

About Sur La Table US Retail Stores

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.

Media Contacts

Mary Ogushwitz, Magrino PR

Magrino PR | surlatable@magrinopr.com