

# Sur la table

**2023 Package Insert Program**

**BRAND PURPOSE**

TO CREATE  
HAPPINESS  
THROUGH  
COOKING  
AND SHARING  
GOOD FOOD



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

**SHIRLEY COLLINS,  
FOUNDER**

## CLASSES FOR EVERY COOK

When we introduced our cooking classes in 1996, we envisioned a place where anyone could learn the techniques to create amazing global flavors at home. 20 years later, over 300,000 people take our classes each year—that's a lot of happy taste buds!







## EDUCATE AND INSPIRE

We teach more people to cook than anywhere else in the country. Our instructors aren't simply chefs—they're also experienced teachers who inspire and immerse students in a complete cooking experience. And with the addition of online classes, customers can now join our expert chefs for fun, hands-on cooking classes in the comfort of their own kitchens.

# CUSTOMER DEMOGRAPHICS

70% female

34% \$100K+ income

23% \$75K-\$99K income

32% 25-39 years old

34% 40-59 years old

39% 60+ years old

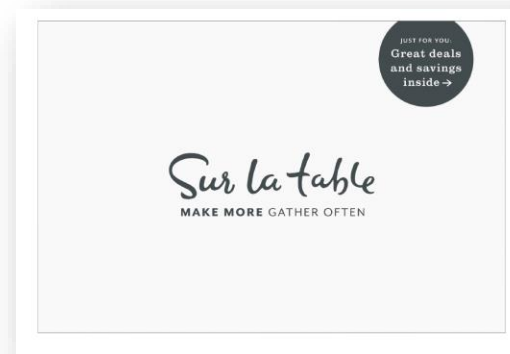


# PACKAGE INSERT PROGRAM

Greet customers in their home by placing offers and information in our package insert program!

Inserts delivered in collated envelope with surlatable.com ecommerce purchases.

In Market	Quantity
Jun	49,000
Jul	38,500
Aug	35,500
Sept	46,500
Oct	43,000
Nov & Dec*	200,000
*Must package months for holiday	



Contact Vanessa,  
varnold@marqueebrands.com,  
for details!

Materials due 1st of the month prior to in market month

Inserts to be printed and delivered to SLT's fulfillment center (Des Moines, IA)

Print pricing available upon request

SLT will manage insert collation, placement into packages and distribution to customers



Thank You.

Vanessa Arnold

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Director, Strategic Partnerships

**Sur La Table**

**is part of Marquee Brands**

Martha Stewart | Sur La Table | Emeril Lagasse

Motherhood | A Pea in the Pod | BCBG

Ben Sherman | Body Glove | Dakine

[www.marqueebands.com](http://www.marqueebands.com)

