

SUCCESS STORIES

Sur La Table

About This Partner

Sur La Table has been creating memories around the table for over 50 years — rooted in the simple idea of sharing good food with good people.

“Our partnership with Amazon Today has proven to be an immediate success. By tapping into Amazon’s online marketplace and its millions of consumers, Sur La Table was able to unlock a whole new level of brand exposure, introducing our products to thousands of customers and driving significant sales.”

—Jordan Voloshin, CEO

Highlighting New Opportunities

Through the Amazon Today program, Sur La Table has been able to expand their Amazon selection to customers while being more competitive on high demand products by offering Same-Day Delivery and in-store pickup. Additionally, Amazon Today allows Sur La Table to lean into seasonal product selection, resulting in less overstock after holidays and festive retail moments by tapping into the last-minute gifting habits of customers.



 **76%**
Increase in Amazon Channel Orders



65%
Increase in Amazon Channel Revenue



76%
First Time Sur La Table Buyers on Amazon

Impact & Success

After being on the Amazon Today program for over six months, Sur La Table has seen U.S.-based incremental increases in Amazon sales and revenue by 76% and 65%, respectively, and has experienced a 76% increase in first time Sur La Table buyers on Amazon.