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THE ART & SOUL OF COOKING

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## **SUR LA TABLE AND THERMADOR CREATE IN-STORE PARTNERSHIP**

*Sur La Table Cooking Class Kitchens Feature Thermador Appliances*

**(Seattle, WA – January 1, 2009)** – Sur La Table, the premier retailer for creative cooking and artful entertaining, and Thermador, the quintessential luxury cooking brand, have created a national partnership to outfit Sur La Table cooking class kitchens with Thermador’s state-of-the-art appliances.

Sur La Table operates cooking class programs in many of its retail stores, teaching 50,000 cooking enthusiasts a year how and what to cook. Most classes are “hands-on” providing students the opportunity to cook alongside professional chef instructors. Ten stores have been outfitted with Thermador appliances, including Los Angeles (Farmers Market), Los Gatos, Newport Beach and Palo Alto, CA; Naperville and Chicago (Walton Street), IL; Portland, OR; Houston, TX; Arlington, VA; and Kirkland, WA. Additional stores are slated for equipping at a later date.

“Sur La Table customers know they’ll find the best kitchenware equipment in our stores,” said Jeff Gottlieb, Vice President of Retail Stores. “Now, through our partnership with Thermador, our customers will cook on some of the best appliances available in today’s marketplace.”

Thermador appliances featured in select Sur La Table stores include:

- **Pro Grand Gas Range:** Thermador’s powerful Pro Grand Ranges allow cooking enthusiasts to prepare delicious gourmet meals without the hassle. All have been engineered with advanced features, including the legendary Star Burner®, a Thermador exclusive, for a higher standard of performance. The 3-in-1 Star Burner’s triple advantages include 15,000 BTU/hr for fast boiling and high performance; a unique brass on five-point design for more even and powerful heat distribution; and the patented ExtraLow® simmer, which electronically cycles the flame on and off for precise simmer control for melting chocolate or keeping delicate sauces warm without scorching.
- **Professional Series Triple Combination Wall Oven:** The Professional Series wall ovens feature a heavy-duty, professional-style design with stainless steel knobs; an elegant, luxurious chronometer; and restaurant-style controls. In addition to its alluring appearance, the oven also offers unique performance

capabilities including an exclusive lightning fast 7 minute pre-heat and the largest rotisserie on the market. The 5,000 watt MaxBroil™ element – the most powerful in the industry – provides rapid, even heat to perfectly broil a variety of meats.

- **Freedom® Collection Refrigeration and Freezer Columns:** The award-winning Freedom Collection features the industry's first fully integrated and Truly Flush Mounted modular fresh food, freezer and wine preservation columns. Finally, consumers have the total Freedom of Choice in creating the ultimate custom kitchen with columns that can be placed anywhere in the kitchen – instead of designing the entire kitchen around traditional, bulky refrigerator/freezer combinations.

“We are extremely excited about our new partnership with Sur La Table because it affords opportunities for passionate cooks to experience the uncompromising performance and style of Thermador appliances.” said Beatriz Sandoval, Thermador brand manager. “As a result, we’re sure that this hands-on experience will lead these consumers to want Thermador™ appliances for their own home.”

### **About Thermador**

Thermador is part of BSH Home Appliances Corporation, a fully-owned subsidiary of Bosch and Siemens Home Appliance Group, the third largest appliance manufacturer in the world. For more than 75 years, Thermador has been empowering America's cooking enthusiasts with revolutionary products – from the world's first wall ovens to gas cooktops with the patented Star® Burner and a speedcooking oven that reduces cooking time by 50%. Today, Thermador continues to fuse state-of-the-art cooking functionality with classic American style to create the ultimate in powerful luxury kitchen appliances. For more information, please visit [www.thermador.com](http://www.thermador.com) or call 800.656.9226 to request a catalog. Thermador, Star Burner, ExtraLow and Freedom are registered trademarks; An American Icon and MaxBroil are trademarks of BSH Home Appliances Corporation.

### **About Sur La Table**

Sur La Table provides inspiration, tools and techniques for those who wish to enhance their lives through creative cooking and artful entertaining. Founded in 1972, the Seattle-based company currently employs over 1,900 employees nationwide. It operates more than 65 retail locations throughout the country, many with cooking class programs, a direct-mail division and an e-commerce site. Sur La Table shops the world for new products providing the unexpected and a sense of discovery, whether you step into one of its stores nationwide, open the pages of its catalog or visit [surlatable.com](http://surlatable.com).

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***\*\*Editor's Note: Complimentary classes are available to media upon request\*\****