

PRESERVING THE HARVEST

Preserved foods have always been a part of a serious cook's larder. Renewed interest is being placed on canning, jamming, smoking, pickling and fermenting. Chefs and home cooks alike have gardens where they grow produce to be enjoyed all year long through food preservation. Sur La Table, the hardware store for cooks offering forty years of experience in the culinary industry, is seeing this take place first-hand. As the demand for products needed to preserve foods at home has proliferated, the retailer has increased the number of related items it offers, in-store selling space dedicated to the category, and the number of food-preservation focused cooking classes in the Sur La Table Culinary Program (43 classes were offered in 2011 vs. 55 in 2012).

To better understand this trend, Sur La Table conducted a consumer survey to get to the heart of how people are making food preservation a part of their daily lives.

SUSTAINABLE, HOMEGROWN FOODS

Eating fresh, locally grown foods & knowing the source of the foods we are eating has become a **priority** for American cooks:

According to Mintel,
More Than

1/3 of people



now regularly purchase food from a **local farmer** or **farmer's market** year round.

69% of respondents in the Sur La Table survey say they preserve foods so that they can **enjoy home-grown food** all year long

56% preserve to **enjoy the flavors** preserving brings out

36% preserve because it is part of a growing sustainable **foods trend**

MEN VS. WOMEN

Not surprisingly,
men & women have differing preferences when it comes to the food they choose to **preserve**, as well as the **techniques** they use:

Men more interested in smoking, fermenting, pickling & curing

Women have a stronger interest in canning and jamming

38%



SMOKING

18%

25%



FERMENTING

15%

32%



CURING

8%

67%



PICKLING

61%

55%



CANNING

70%

59%



JAMMING

78%



While both sexes are interested in preserving fruit and vegetables, men have a much higher interest in preserving **meats (39% male vs. 23% female) & fish (18% male vs. 10% female)**



GENERATIONAL INTERESTS

People used to preserve as a necessity but now it is all about exploring new ways to prepare food,
now people of all ages are investigating the benefits of the techniques but in different ways:

32%
of Ages 18-34

are more likely to **try techniques** like **canning, smoking, pickling, fermenting** and **curing** vs. consumers aged 65+

66%
of Ages 18-34

preserve because they want to **enjoy home-grown foods** all year round vs. consumers aged 65+ who primarily (64%) do it because they enjoy the flavors of preserved foods

PRODUCTS & WORKSHOPS

Sur La Table offers an array of products and classes for the veteran or novice chef looking to preserve at home:

PRODUCTS



MERI MERI CANNING LABELS, SET OF 36
\$5.95



LE PARFAIT HOMEMADE JAM JARS
\$3.95 - \$4.95



LE PARFAIT TERRINE CANNING JARS
\$6.95 - \$11.95



PROGRESSIVE 3-PIECE CANNING SET
\$19.95

WORKSHOPS



LATE SUMMER CANNING & PRESERVING WORKSHOP

With late summer produce bursting off the vine, Sur La Table teaches customers how to preserve those flavors for the upcoming cooler months. A Sur La Table instructor will walk you through all the essentials of canning success, including proper methods and key tools.

\$69 per person



CANNING AND PRESERVING WORKSHOP

Savor the best flavors of every season, save money and eat healthier without additives. Sur La Table customers will discover the techniques and equipment they'll need to preserve their own handcrafted condiments and jams.

\$69 per person

Class schedule available at www.surlatable.com