



Sur la table and Affirm partner to give home cooks more choice in how they pay

October 29, 2026



affirm | Sur la table

Fifty-four years after opening in Pike Place Market, the specialty culinary retailer brings customers a pay-over-time partner with no late fees, no hidden fees, and no compounding interest

SEATTLE--(BUSINESS WIRE)--Oct. 29, 2026-- A well-equipped kitchen is almost never bought in one trip. It accumulates. A first good sauté pan. The knife that finally made prep something to look forward to. Since Shirley Collins opened the first Sur la table in Seattle's Pike Place Market in 1972, the company has helped cooks choose the pieces worth building a kitchen around. Today, Sur la table announced a partnership with Affirm (NASDAQ: AFRM), giving customers more choice and control over how they pay for their purchases.

Eligible customers can now pay over time on most items shipped from surlatable.com, with biweekly or monthly payment options starting at 0% APR. Before they buy, customers see their full payment schedule and total cost, including any interest. Affirm never charges late fees, hidden fees or compounding interest.

The partnership arrives as the holiday hosting season begins, when many cooks make the year's most considered kitchen purchases: the roasting pan sized for a full table, the Dutch oven that will be on the stove for the next twenty Thanksgivings. The tools that stay in a kitchen for decades are the ones chosen carefully. A retailer that sells cookware built to be handed down should hold its payment options to the same standard.

"People do not build a kitchen all at once. They build it over years, one pan and one knife at a time, and the pieces they keep are the ones that were worth buying in the first place," said Elton Graham, Chief Marketing Officer at Sur la table. "We have offered customers flexibility in how they pay for a while now. What we wanted was a partner whose terms are as clear as the products we put on the shelf. Affirm gives people cost certainty, with no late fees and nothing buried in the fine print. Our customers should expect that from us."

"Sur la table has built its reputation on helping people find the right pieces for their kitchens," said Wayne Pommen, Chief Revenue Officer at Affirm. "Affirm is a natural fit for that experience, giving customers more choice and control over their purchases, with clear payment terms upfront and no financial surprises after checkout."

About Sur la table

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 500,000 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.

About Affirm

Affirm's mission is to deliver honest financial products that improve lives. By building a new kind of payment network -- one based on trust, transparency and putting people first -- we empower millions of consumers to spend and save responsibly, and give thousands of businesses the tools to fuel growth. Unlike most credit cards and other pay-over-time options, we never charge any late or hidden fees. Follow Affirm on social media: [LinkedIn](#) | [Instagram](#) | [Facebook](#) | [X](#).

AFRM-PA

Rates from 0-36% APR. Payment options through Affirm are subject to an eligibility check and are provided by these lending partners: affirm.com/lenders. For example, a \$400 purchase could be split into 12 monthly payments of \$36.10 at 15% APR. Affirm availability and eligibility may vary. Restrictions apply. See affirm.com/terms#use. CA residents: Loans by Affirm Loan Services, LLC are made or arranged pursuant to a California Financing Law license. Affirm, Inc., NMLS 1883087. Affirm Loan Services, LLC, NMLS 1479506.

View source version on businesswire.com: <https://www.businesswire.com/news/home/20261029587505/en/>

Media

Affirm: press@affirm.com

Sur la table: surlatable@magrinopr.com

Source: Affirm