



SAVOR SEATTLE PARTNERS WITH FIRE & VINE HOSPITALITY TO LEVEL UP ITS PIKE PLACE MARKET FOOD BOX PROGRAM

“Iconic Market Box” to feature El Gaucho steaks and seasoning, assembly housed at Aerlume

SEATTLE (April 20, 2020) – **Savor Seattle**, an award-winning food tour company, and **Fire & Vine Hospitality** have partnered to level up Savor Seattle’s successful Pike Place Market food box program.

Each week, Savor Seattle curates an **Iconic Market Box** that features a rotating mix of various Pike Place Market food vendors, complete with a bouquet of fresh flowers, delicious fruit and vegetables, and whole bean coffee. It’s the best of Pike Place Market, all in one box, and directly supports vendors. Fire & Vine is making the following contributions:

- Fire & Vine has offered the use of its Aerlume dining room as the assembly and distribution center for the project, as well as the walk-in refrigerator for storage **free of charge**.
- Savor Seattle’s April 27th Iconic Market Box will include two El Gaucho tenderloin filets and a tin of El Gaucho Seasoning.
- Fire & Vine Hospitality will offer a variety of El Gaucho steak and wine packages as add-ons to the weekly box throughout the duration of the project.
- Fire & Vine will donate 5% of each steak and wine sale to the Pike Place Market Safety Net Fund.

“This Savor Seattle project is inspiring and impactful and we are honored to be included,” said Chad Mackay, CEO, Fire & Vine Hospitality. “The jobs saved, the money raised for those in need and the joy shared in a box full of iconic tastes of Seattle is a credit to the hard work and creativity of the Savor Seattle team. We are also grateful to Unico Properties for their support of this project.”

The program has grown from a modest 48 boxes sold when it launched in BETA on March 16, using only a flyer and social media for promotion, to 520 boxes sold in Week 5. Savor Seattle is on track to sell over 800 boxes in Week 6, featuring El Gaucho’s products. Market vendors are seeing a positive impact. In the case of smaller artisan vendors, such as Herban Farm, one order for 800 units of their Hot Honey Sauce, enabled them to pay an entire month of operating expenses.

“We have been incredibly blessed by the amount of support from the entire community leaning in during this unprecedented time,” said **Angela Shen**, Savor Seattle founder and CEO. “We are grateful to Fire & Vine for their contributions to the box itself through El Gaucho, as well as offering complimentary assembly and storage space at Aerlume, so we can continue to ramp up production.”

The Iconic Market Boxes are available for delivery Monday, Tuesday, Thursday, and Friday or pickup on Saturdays, at least through May 24th. Orders may be placed here: <https://shop.savorseattletours.com>.

Savor Seattle is an award-winning food tour company based in Pike Place Market, which was, until recent events, in the business of showing off Seattle to locals and visitors alike. The statewide shutdown of restaurants and bars meant **they couldn’t bring people to the Market**. So, they decided to bring the Pike Place Market **right to people’s doorsteps** instead, orchestrating a major business pivot.

SAVOR SEATTLE

By providing this service, Savor Seattle is directly helping Pike Place Market vendors, who are either shut down due to the mandate, or because they cannot afford to keep their doors open without foot traffic. Each box supports **8 Pike Place Market** vendors at once, along with providing a \$5 donation to the [Pike Place Market Safety Net Fund](#), assisting people in our community most effected by COVID-19.

Savor Seattle rotates featured vendors in the box each week, so there's enough variety for repeat purchases. They're also partnering with additional, Weekly Featured Partners, such as a local restaurant, winery or caterer, to showcase a selection that customers can purchase independently or add to their delivery. New box partners are announced online and via Savor Seattle's Social Media by Saturday of each week.

Each week, Savor Seattle donates boxes and products to those in need. Nominations can be made at stories@savorseattletours.com. Examples below:

- A box to a single mom of a daughter recovering from pancreatic cancer treatments
- 25 Market bouquets to Evergreen Hospital
- A box to a family whose father is currently in insolation in an induced coma due to COVID-19

Savor Seattle is taking [Pay It Forward](#) contributions to support their efforts and are asking weekly box partners (those who can afford to do so), to donate products to help defray overall donation costs.

###

MEDIA CONTACTS:

Kirsten Andresen, Founder

KAPR for Savor Seattle

206-427-5482

kirsten@kirstenandresenpr.com

Beth Herrell Silverberg, PR Director

Fire & Vine Hospitality

206-679-5157

beth@fire-vine.com