

A close-up photograph of a woman's hands holding a round cake. The cake is covered in light pink frosting and decorated with several pink roses and many pink petals. The woman's left hand, wearing a gold ring with blue and green stones and a grey and white striped bracelet, rests on the white cake stand. Her right hand, with red nail polish, is also visible. The background is softly blurred, showing more of the woman and the cake stand.

New York Times Bestselling Author of
The Lost and Found Bookshop

SUSAN WIGGS

Everyone has a past. It's who
you are now that matters.

Sugar *and* Salt

A small, stylized 'wm' logo in the bottom left corner.

A wooden cutting board with a knife and green leaves. The knife has a dark blue handle and a silver blade, resting at the top of the board. In the bottom right corner, there are several green, pointed leaves, possibly from a herb like basil. The wood grain of the board is visible and runs horizontally.

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A Message from Susan Wiggs

SUSAN WIGGS is the author of more than fifty novels, including the beloved *Lakeshore Chronicles* series and the instant *New York Times* bestsellers *Family Tree* and *The Lost and Found Bookshop*. Her award-winning books have been translated into two dozen languages. She lives with her husband on an island in Washington State's Puget Sound.



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About *Sugar and Salt*

The *New York Times* bestselling author of *The Lost and Found Bookshop* returns to Perdita Street with a can't-miss tale of friendship, hardship, redemption, and love between a San Francisco baker and a barbecue master from Texas. He supplies baked goods to the Lost and Found Bookshop across the street.

Jerome "Sugar" Barnes learned the art of baking in his grandma's bakery, also called Sugar, on historic Perdita Street in San Francisco.

When the restaurant that shares his commercial kitchen loses its longtime tenant, a newcomer moves in: Margot Salton, a barbecue master from Texas.

Margot isn't exactly on the run, but she needs a fresh start. She's taken care of herself her whole life, pulling herself up by her fingernails to recover from trauma, and her dream has been to open a restaurant somewhere far, far from Texas. The shared kitchen with Jerome's Sugar bakery is the perfect setup: a state-of-the-art kitchen and a vibrant neighborhood popular with tourists and locals.

Margot instantly takes to Jerome's grandmother, the lively, opinionated Ida. The older woman proves to be a good mentor, and Margot is drawn to Jerome. Despite their different backgrounds their attraction is powerful—even though Jerome worries that Margot will simply move on from him once she's found some peace and stability. But just as she starts to relax into a happy new future, Margot's past in Texas comes back to haunt her...



National Marketing Campaign

- National Online Advertising
- National Television Interviews
- National Radio and Podcast Interviews
- National Print and Online Media Coverage
- Select Author Appearances
- Instagram Tour, Including Reviews, Features, and Giveaways
- Prepublication Online Buzz Campaign, Including Early Consumer Reads
- Pre-publication Serial Excerpt Campaign
- Month-by-Month Teaser Campaign
- Authorperk Email Messaging Campaign
- Year-round Author Branding Campaign
- Major Reading Group Outreach, Including Features on the Book Club Girl Platform and in the Book Club Girl Newsletter
- Targeted Email Marketing Based on Consumer Browsing and Category Interests
- Special Features on the William Morrow Books Social Media Platform
- Author Video
- Ebook Backlist Price Promotions, with Teaser Excerpts from *Sugar and Salt*
- Library Marketing
- Official Author Website: www.susanwiggs.com
- Official Author Facebook: [Facebook.com/susanwiggs](https://www.facebook.com/susanwiggs)
- Official Author Twitter: [@susanwiggs](https://twitter.com/susanwiggs)
- Official Author Instagram: [@susan_wiggs_](https://www.instagram.com/susan_wiggs)
- Deep Distribution of Reader's Edition
- Reading Group Guide
- Egalley available on Edelweiss and NetGalley





In Conversation with Susan Wiggs

Q: *Sugar and Salt* is releasing into the world at a time when women's rights and abortion laws, especially in Texas, continue to be top-of-mind in America. In these times of change, how do you see the novel fitting into this current cultural and political conversation?

SW: The storyline for *Sugar and Salt* touches multiple hot buttons in the current conversation. It depicts a Texas woman facing a barrage of devastating, seemingly impossible choices. She's dealing socioeconomic insecurity, sexual violence, incarceration, justice inequity, and firearms issues. In researching the novel, I discovered real-life stories that shook my faith in our leadership. Yet these stories also reinforced my faith in the power of a woman's strength and determination in the face of overwhelming adversity. Margot, the main character in *Sugar and Salt*, exemplifies the grace, humanity, and deep resolve that ultimately saves her.

Another unanticipated but very welcome current issue in the novel was a surprise to me—diversity in adoption choices. The situation in *Sugar and Salt* was inspired by some friends of mine, a gay couple who now have two children by surrogacy. What I didn't know as I was writing the book is that a number of high-profile couples have made the news in the happiest way possible. Anderson Cooper, Secretary Pete Buttigieg, and one of my favorite book evangelists, Jordan Moblo, all shared their baby joy while I was writing the novel. Real-life happy endings lift me up and buoy me toward my own happy ending.

Q: Readers flock to your novels for their emotional complexity and deeply felt truths about family, love, and ourselves. What do you hope *Sugar and Salt* will offer readers?

SW: As a reader, I'm irresistibly drawn to stories that reflect the things I hold in my heart. So when I write, I try my best to create characters the reader can relate to—people facing life choices, sorrows and joys, adversity and abundance—in the most authentic and entertaining way possible.

First and foremost, my goal is the same as it's been since 1987, when my first novel was published—to entertain and uplift the reader. If I fail at that, any meaning or message my story conveys will be lost. However, assuming I've done my job (and believe me, readers are not shy about letting me know), then *Sugar and Salt* will leave a lasting impression. I hope the novel offers readers an opportunity to take an unconventional and dramatic journey with Margot Salton, who is nearly crushed by adversity, and then pulls herself up by her

In Conversation with Susan Wiggs (Cont.)

fingernails in search of a dream. I hope her story encourages readers to develop a greater understanding of the issues of poverty, violence, racism, misogyny, freedom of choice, and injustice.

Q: At the heart of *Sugar and Salt* is a sharp, honest tale of women's empowerment as Margot Salton strives for a second chance at love and life after an unimaginable, life-changing event. In what ways does her story reflect the challenges facing all women in America?

SW: Ida B. Miller, one of the wisest characters in *Sugar and Salt*, tells Margot (formerly "Margie" because yes, she changed everything about herself), "Everybody has a past. It's who you are now that matters." I didn't pull any punches with this story. Some of the things that happened to Margie might be hard to read. Believe me, these scenes were hard to research and hard to write. But I persevered because this character was so important to me. I want to believe that there is no mountain too high for a determined woman to climb.

Margie's story feels both timeless and of-the-moment. She faces the challenges women have dealt with from the beginning of time—seeking security through a deep emotional bond and finding the heart's home, and the day-to-day work of making her way in the world. Yet there is an immediacy to her challenges that feels particularly relevant now. In this moment, women are actively seeking new levels of empowerment and meaning in their personal and work lives.

Q: *Sugar and Salt* is filled with irresistibly sweet and savory descriptions of cooking and dining. Similarly, readers will treasure its scenes of romance, newly forged and long-lasting. Food can do more than fill a hungry stomach; it can fill a hungry soul. In what ways does *Sugar and Salt* explore the personal and profound relationship between food and romance?

SW: Before I wrote a word of this story, I knew I wanted the title to be *Sugar and Salt*, and I'm grateful that my editor and publisher went with it. Preparing and serving tasty food is an elemental expression of caring, a running theme throughout the book. This is where Margot excels and finds meaning in her mission. In a way, it's one of the key elements that saves her, particularly during her most painful and challenging times. When she first meets Jerome Sugar, the admittedly delectable love interest, she lacks the emotional vocabulary to express her feelings for him. But she can feed him. And feed him she does, letting her culinary arts convey her ardor.





In Conversation with Susan Wiggs (Cont.)

Q: What was the initial inspiration and writing process for *Sugar and Salt*? Did it start from your own relationships and experiences, or was it driven by a desire to explore certain themes?

SW: For me, inspiration is a process, not necessarily a single lightning-bolt moment. I'm more like a magpie, collecting lots of little bright, shiny objects because they interest me. I can tell you that a key element of this novel—the "Sugar" portion of *Sugar and Salt*—came to me as I was writing my previous book, *The Lost and Found Bookshop*. The bookseller in that story gets her supply of pastries for the in-store cafe from Sugar, the bakery across the street. I started wondering who the baker was, and what made his specialties so delicious.

And then the other bits came to me. I read the harrowing real-life story of Brittany Smith, an Alabama woman who shot and killed her rapist—and was forced to plead guilty to murder. My fictional story is radically different (admittedly, much more tidy because—fiction), but it led me to learn more about the life-and-death situations faced by women who are marginalized by socioeconomic insecurity, sexual violence, lack of body autonomy, and injustice.

Ultimately, all my novels are inspired by my stubborn belief in the sturdiness of the human spirit in the face of adversity. I wrote *Sugar and Salt* in a white heat, rushing to get the story out in a matter of months. I hope that creative energy is reflected in the pages of this novel.

Recipes Inspired by *Sugar and Salt*



RECIPES FROM THE KITCHEN OF SALT

Baja Oklahoma

INGREDIENTS

½ ounce freshly squeezed lime juice

coarse salt

2 ounces blanco or reposado tequila

4 ounces Jarritos Toronja, Squirt, or Fresca grapefruit

lime twist

DIRECTIONS

Dampen the rim of a tall glass with the lime juice and dip it in coarse salt.

Fill the glass with ice cubes, add the ingredients, stir, and garnish with a twist.

Recipes Inspired by *Sugar and Salt*

RECIPES FROM THE KITCHEN OF SALT

Brisket Kaisers

Pro tip: Do not skimp on the not-so-secret ingredient of crushed barbecue potato chips.

INGREDIENTS

4 seeded kaiser rolls, buttered and grilled	1 large onion, caramelized with
1 cup barbecue sauce	butter and salt in a heavy skillet
1 pound brisket (or grilled portobello	½ cup remoulade
mushrooms, for a vegetarian option)	4 pepperoncini peppers
	barbeque potato chips, coarsely crushed

DIRECTIONS

Brush the tops and bottoms of the rolls with barbecue sauce. Then layer on the meat or mushrooms, caramelized onion, remoulade, and peppers. Add a layer of crushed potato chips and top with the seedy bun.

RECIPES FROM THE KITCHEN OF SALT

Texas Sheet Cake

The ultimate happy ending

INGREDIENTS

2 cups all-purpose flour	2 eggs	4 heaping tablespoons
2 cups sugar	2 sticks butter, melted	cocoa powder
¼ teaspoon salt	4 heaping tablespoons	6 tablespoons milk
½ cup buttermilk	cocoa powder	1 teaspoon
1 teaspoon baking soda	<i>For the icing:</i>	vanilla extract
1 teaspoon vanilla extract	1-¾ sticks butter	1 pound powdered sugar

DIRECTIONS

Preheat the oven to 350. Combine the flour, sugar, and salt. In a separate bowl, mix the buttermilk, baking soda, vanilla, and eggs. In a medium saucepan, melt the butter and whisk in the cocoa. Bring 1 cup water to a boil and pour it into the pan, allowing it to bubble; then remove from heat. Pour this mixture into the dry ingredients and stir. Add the egg mixture and stir. Pour into a rimmed 10 x 13 cookie sheet and bake for 20 minutes. Meanwhile, make the icing. Melt the butter and add the cocoa powder, then the milk, vanilla, and powdered sugar. When you remove the cake from the oven, pour on the warm icing while the cake is still hot. Cool before serving. [Source: Handwritten by my friend Janece]

Praise for Susan Wiggs

REVIEWERS ON *THE LOST AND FOUND BOOKSHOP*

“A feel-good family saga...A charming tale about the silver linings of unwanted detours.”—*People*

“Wiggs (*The Oysterville Sewing Circle*) hits another home run with a heady mix of women’s fiction and romance. Her sophisticated prose filled with quaint book and author quotes tells the delightful tale of an accidental, reluctant bookshop owner, her beautiful yet unconventional family, and the historic San Francisco building they’ve lived and worked in for over a century...An unputdownable, true book lover’s book that fans of women’s fiction, slow-burning romance, and the novels of Nora Roberts and Kristin Hannah will love.”

—*Library Journal* *starred review*


“In a wonderful paean to booksellers everywhere, Susan Wiggs...transports readers to the vibrant, colorful city of San Francisco... *The Lost and Found Bookshop* is an excellent story that resonates on multiple levels. Its rich variety of engaging characters live within a vivid San Francisco tapestry. The characters drive the outstanding plot, with intriguing historical mystery elements layered into the contemporary story.”—*Shelf Awareness*

“Susan Wiggs, the author of several novels, continues to enchant her readers with mystery, romance, and undeniably good writing. Experiencing emotional angst while rooting for the protagonist through her many troubles, the reader will find the much welcome conclusion is heartfelt and sincere.”—*New York Journal of Books*

“Wiggs spins a multigenerational tale of love, loss, and the essence of a life well lived, all while weaving in the magic books add to our lives... This novel is an ode to books and the stories that make up our human experience. In our world of fewer and fewer physical bookstores and more and more e-books, it reminds us of the beauty of bookshops and of their struggle to stay open. There is no place enjoyed more by book lovers than a bookstore—to walk along the aisles perusing stories that transport us to another time and place, taking down books from the shelves to read snippets as we go, is magical...”

The Lost and Found Bookshop is a tribute to booksellers. It draws book nerds into lives lived around the hypnotic energy of a bookstore and the role books play in our existence, letting us step into another world and consider other points of view. And now more than ever, don’t we all need some escapism?”

—*Washington Independent Review of Books*



Other Authors Love Susan's Books

SUGAR AND SALT

"Susan Wiggs and the words 'favorite writer' go together, and with *Sugar and Salt* she is at the top of her powers. She understands the tender dramas of everyday life, of friendship and family, of wanting something that might be just beyond reach—and then again might not. I loved her character, Margot Salton, and my heart soared and broke and soared again to learn the secrets of her past and how they threaten her hard-won present. Susan writes so deliciously about food, love, and hope...she will make you believe in life's sweetness."

—Luanne Rice, *New York Times* bestselling author of *Shadow Box*

THE LOST AND FOUND BOOKSHOP

"A wonderful exploration of the past and the future and, most importantly, of what it means to be present in the here and now. Full of the love of words, the love of family, and the love of falling in love, *The Lost and Found Bookshop* is a big-hearted gem of a novel that will satisfy and entertain readers from all walks of life. Lovely!"

— Garth Stein, *New York Times* bestselling author of *The Art of Racing in the Rain*

"What a warm and deeply satisfying story! Reading it is like feeling the summer sun after a long winter."

— Erica Bauermeister, *New York Times* bestselling author of *The Scent Keeper*

THE OYSTERVILLE SEWING CIRCLE

"Stitched together with love, this is a story just waiting for your favorite reading chair. With her signature style and skill, Susan Wiggs delivers an intricate patchwork of old wounds and new beginnings, romance and the healing power of friendship, wrapped in a lovely little community that's hiding a few secrets of its own."

— Lisa Wingate, *New York Times* bestselling author of *Before We Were Yours*

"The Oysterville Sewing Circle is sure to be a book club favorite! You will be swept into Caroline's world, as secrets are revealed and she reinvents her life after loss. This is a rich, satisfying story of a lifelong friendship, forgiveness, and the power of love. The great Susan Wiggs writes with grace, insight, and wisdom about the things that matter."

— Adriana Trigiani, bestselling author of *Tony's Wife*

"Infused with Susan Wiggs's signature warmth and poignancy, *The Oysterville Sewing Circle* is a moving, romantic, unforgettable story of accidental families, rediscovered love, and the strength of sisterhood."

— Jennifer Chiaverini, *New York Times* bestselling author of *Mrs. Lincoln's Dressmaker*



Other Authors Love Susan's Books



MAP OF THE HEART

"A sweeping story that spans generations and continents. No one knows a woman's heart like Susan Wiggs."

— Mary Alice Monroe, *New York Times* bestselling author of *The Summer of Lost and Found*

"From World War II to present-day America; from the Nazi resistance to the 21st century; from the deepest corners of the heart to the furthest limits of love—*Map of the Heart* is a moving, sophisticated story of fathers and daughters, love and loss, secrets and lies, rebellion and redemption."

— Jane Green, *New York Times* bestselling author of *The Sunshine Sisters*

"Susan Wiggs always knows how to get to the heart of the matter—and into the hearts and minds of her readers. *Map of the Heart* proves this again, with a tender-hearted portrayal of the widowed mother of a teenaged daughter who finds herself slowly reawakening to the possibilities of life—and love—after a devastating loss, as she discovers long-hidden family secrets rooted in her father's hardscrabble life in a Nazi-occupied village in France. With *Map of the Heart*, Wiggs seamlessly melds historical drama with contemporary romance."

— Mary Kay Andrews, *New York Times* bestselling author of *The Newcomer*

FAMILY TREE

"Clever, creative, and ingenious, this is Susan Wiggs at her best. I devoured the book, turning the pages so fast I got a papercut."

— Debbie Macomber, *New York Times* bestselling author of *Blossom Street Dreams*

"Love, loss, passion, and everything in between...I love Susan Wiggs's novels so much."

— Jenny Colgan, *New York Times* bestselling author of *The Christmas Bookshop*

"A wonderful read, fun and wise, and absolutely delicious."

— Nancy Thayer, *New York Times* bestselling author of *The Island House*