



Kikuichi

A Seven hundred year Family Tradition of fine Craftsmanship

Newsletter

February 28, 2014

Shears / Scissors



Despite the terrible snow weather in New York during NY NOW show on the first week of February, many show visitors stopped at our booth and admired our new products - hand-forged flower shears:

Although Kikuichi have been selling these shears/scissors to the specialty market in the past years, it was the very first time to introduce to the general market. Customers from a large national store and a small Bonsai shop admire the quality of Kikuichi's hand-made shears. Same as our high-quality culinary knives that we have been selling in the past 150 years, we believe the top quality shears will attract your prospective customers.

Shears/scissors will be displayed again at our booth #S1753 in the [International Home and Housewares Show](#), Chicago, on March 15-18 (Sat-Tue)

www.housewares.com

Mark your calendar and come by to take a close look at our new items, or say hello, we'll be there at the shows in Chicago.

SPRING TRADE SHOW PROMOTION

1. **20% off** wholesale price and free wooden display case over \$6,000.00 purchase***
2. **15% off** wholesale price and free wooden display case over \$4,000.00 purchase***
3. **10% off** wholesale price and over \$1,500.00 purchase***
4. **Free domestic freight** over \$500.00 purchase***
5. **You can use 2013 price (price will be increased as of March 1, 2014)**
New 2014 prices will be informed later.

***Excluding discounted items and special order items. Require one shipment to one address except back order items. Not combined with other promotions. **For New Customers, minimum opening order is \$750.00, normally \$1,000.00.**

This Spring Trade Show Promotion is effective immediately **through March 31, 2014**. There will be no other major promotion until 4th quarter. We look forward to hearing from you soon or seeing you at our booth #**S1753** Int'l Home

and

Housewares Show. If you are new customer and plan to carry our knives, take an advantage of this spring promotion. Please feel free to call us should you have any questions. **If you need just shears/scissors, please call us. We have another promotion program just for you.**

Free Trip to Kikuichi Japan



We are also very excited to offer a unique and rare trade promotion to all of our retail stores.

You have the opportunity to join us in our **Japan Knife Tour** in 2015! You get to have a one-of-a-kind experience, just as we have in past tours (Aug 2013, Oct 2010 and Oct 2008). The total value of participating in the tour is approx. \$5,000.00 to \$6,000.00 per person which covers international airfare, domestic airfare and transportation, hotels, meals, knife forging/sharpening hands-on experience and some sightseeing as well.

The rules to participate in the promotion are simple:

A minimum of \$5,000 in accumulated purchases during 2014 is required.

Kikuichi will draw the winners at end of the year

The prizes are

Gold prize: One (1), Participating in Kikuichi's Japan Knife Tour in 2015,
value \$5,000.00~\$6,000.00

Silver prize: One (1), Kikuichi's Large Tuna Knife, value \$1,500.00

Bronze prize: Two (2), Kikuichi's Blue Carbon Yanagi Knife, value @\$600.00

Detail will be informed to you soon.



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