

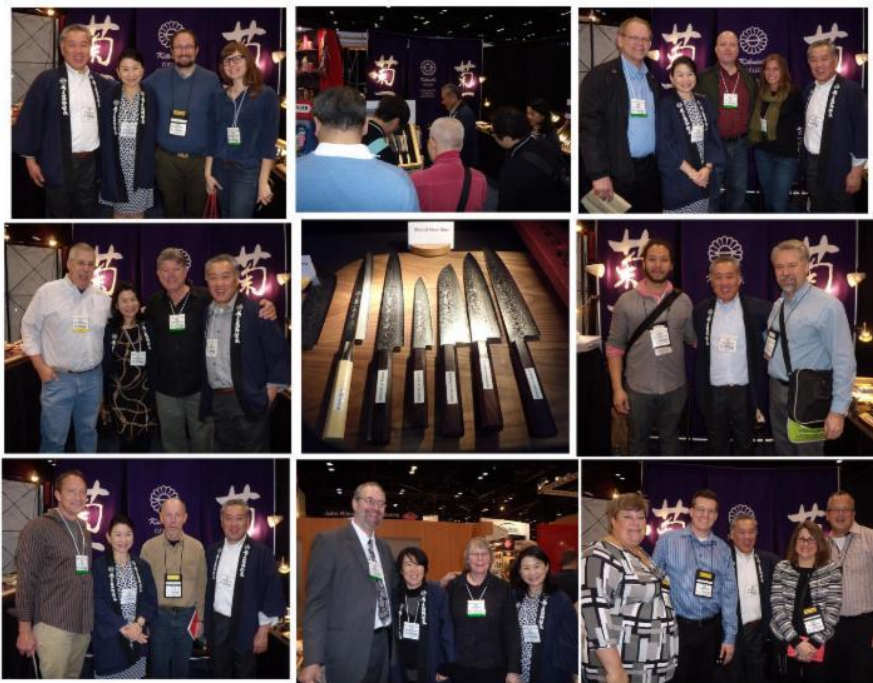


A Seven hundred year Family Tradition of fine Craftsmanship

Newsletter

March 26, 2014

Chicago, Chicago,,, The Show



We wanted to take the time to thank all of you that supported us during the IHH show in Chicago. We feel it has been one of our better years as we launched new products, connected with more making people aware of who we are, how Kikuichi products serve you, and starting the year on a high note!

After gathering some notes from everyone at the show and reviewing what buyers were interested in we have some great offers for you in order to make 2014 your best year yet. Firstly, you can take advantage of the following Spring Trade 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 apply **2013 price**(prices were increased as of March 1, 2014) ***Excluding discounted items and special order items. Each shipment is to one address only 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 the 4th quarter, so don't miss this chance. Even if you are a new customer and planning to carry our knives, take advantage of this spring promotion now. Please feel free to call us should you have any questions.

If you just need shears/scissors, please call us. We have another promotional program just for you.

Chicago, Chicago,, Itto Sushi



Itto Sushi

2616 N Halsted St, Chicago, IL 60614
www.ittosushi.com

During the Show the Kikuichi staff stopped off for dinner at a cozy Japanese restaurant, Itto Sushi in Lincoln Park. The owner/chef and his wife showed us their favorite sushi knife as well as their collection of kitchen knives. To our surprise they were all Kikuichi knives.

It was quite unexpected but a great honor that one of the top, well-established Japanese restaurants listed and reviewed on Yelp has been using Kikuichi knives for many years now. We were also told that a few other high-end restaurants in the Lincoln Park district are very fond of using Kikuichi knives.

Chicago is not just for Deep Dish Pizzas or Steak Sandwiches; you can get great sushi that's cut by none other than our very own Kikuichi knives.

Chicago, Chicago,,, Northwestern Cutlery



Northwestern Cutlery

810 W Lake St. Chicago IL 60607
www.nwcutlery.com

Northwestern Cutlery is a unique store located right in the middle of the meat packing district near downtown Chicago. They offer knife sharpening and a wide selection of knives for sale. They also provide unique kitchen items including real sausage making tools. It was established in 1972 and is a hub for kitchen knives in Chicago. Every chef in Chicago from high-profile culinary pros to line cooks knows Northwestern Cutlery.

Kikuichi connected with Northwestern Cutlery and started doing business with them in 2008 and they have become a significant customer to Kikuichi. Storeowner, Mr. Marty Petlicki went to Japan with us last year.

and visited Kikuichi's production facility in Sakai as well as Kikuichi's headquarters in Nara. Along with other tour members, he made his own knife using the traditional Japanese knife making method, hand-forging, hand-sharpening and hand-engraving. We thank you so much Marty, Gerry (store's general manager) and everyone at Northwestern Cutlery.



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