



A Seven hundred year Family Tradition of fine Craftsmanship

Newsletter

April 30, 2013

Kikuichi's New DVD Presentation

Kikuichi has produced a brand new 5-minute promotional video designed for use at retail stores to promote Kikuichi knives and stimulate sales. The video has no narration but the content is very self-explanatory. It focuses on the 3 key elements that Kikuichi provides and offers to the customers: **History**, **Quality** and **Service**. Click the following YouTube link or please request a DVD, we will be happy to send you one.



Big Congratulations !



About a month ago, there was a big celebration party in Nara City, Japan. **Mr. Yasuo Matsuoka**, Chairman and CEO of Kikuichi Co., Ltd Japan received the Medal of The Order of the Rising Sun, Gold and Silver on November 15th, 2012, from the Country of Japan. The party was held to praise Mr. Matsuoka in receiving such a unique and honorable medal from the government.

This Medal of The Order of the Rising Sun, Gold and Silver (Kyoukujitu Sou Kou Sho 旭日双光章) is given to the distinguished individuals who have dedicated their business and community work for many, many years and is considered an excellent role model to the community. Mr. Matsuoka was highly valued for his dedication and enthusiasm in promoting the Nara prefecture, developing tourism to Nara and the industrial development of genuine Nara products. At a newspaper interview, Mr. Matsuoka replied "I am so honored and pleased. In receiving such acknowledgment I hope to continue giving back to the community for the rest of my life."

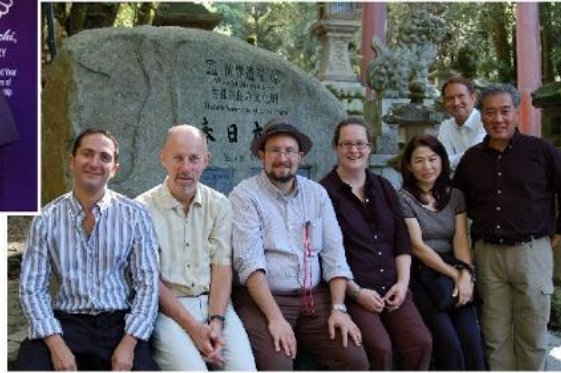
Japan Knife Tour

Kikuichi, in association with the Japan Culinary Arts Network (JCAN, President Harry Rosenblum) will conduct the **3rd Japan knife tour in the 5th week of August (week of August 25th).**

This unique and exciting tour includes



- a) Knife making (hand-forging, hand-sharpening and hand-engraving) at Sakai
- b) Visiting a vinegar and soy sauce factory
- c) Mini trade show to provide a chance to have direct business with selected Japanese manufactures



- d) Visiting the ancient city of Nara where Kikuichi's headquarters and main showroom are located
- e) Visiting the world famous Tokyo Tsukiji Fish Market and see the live auction of Tuna. The auction is not open to the general public, but we will be able to obtain a special pass to attend the market and the auction.

Sakai City and the organization for Small and Medium Enterprises and Regional Innovation Japan (SMRJ) will support some of our tour events and locations including providing facilities to learn how to sharpen Japanese knives. SMRJ will also arrange the mini trade show as well as the special pass to the Tsukiji Tuna auction.

The tour will start the morning of August 26th in Sakai, Osaka and is schedule to be end August 30th in Tokyo. We only have space for 8 participants for the actual knife forging and sharpening, though we may be able to bring as many as 12 people total. As of today, 6 people have already made a commitment to participate in the actual knife making event. The total cost is approx. \$4,200.00 including round-trip airfare to Japan from US, hotel for 6 nights, domestic travel in Japan and meals. If you are interested in joining the tour, please call us ASAP.



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