



Kikuichi

A Seven hundred year Family Tradition of fine Craftsmanship

Newsletter

March 28, 2013

Video Clip

Reviewd.com, a division of USA Today featured Kikuichi and made a video tape for their website. Click the link at the bottom and enjoy the short video.

Samurai Swords for the Kitchen

Video:

When a company has been around for 100 years, it can safely be assumed their product is a success. When they've been around for 700 years, they're the best at what they do. Meet Kikuichi Cutlery, making knives since 1300.

<http://www.oveninfo.com/content/samurai-swords-for-your-kitchen/untitled- page>

Other Link:

<http://bcove.me/2b7pasgm>

Kikuichi Cutlery has been in business for longer than some countries have been around. Kikuichi's first sale occurred 100 years before Columbus was even born. When you see the product in person its clear Kikuichi hasn't spent the last half a millennium twiddling its thumbs and stamping out mass produced products for general use. The cutlery is etched with fine designs, pounded into existence by hand the same way it was in the 1300s. Check out the video to learn more about this small company and its long heritage.

The Best Show Ever



We had the best show ever since we started participating in the Home show in Chicago in 2007. Hundreds of visitors including knife designer legend **Mr. Ken Onion** visited our booth to admire the superior quality and distinguished design of Kikuichi knives. Some of the visitors' were so impressed that they opened up a business account with us at the show.

Prospective buyers from UK to Australia expressed their interest in carrying Kikuichi knives. Yet, **we always focus on the superior quality of our products and not quantity. This is Kikuichi's top priority, all the time.** If the quality of our knives would be jeopardized for the sake of increasing the production, we would not compromise what Kikuichi stands for, regardless of how attractive a business offer might be. We keep it small and simple, and continue to stay true to our craftsmanship. This is what keeps Kikuichi's knives apart from other cutlery makers and allows for the business to continue growing and sustaining: upholding quality knives and offering good customer service.

Brand New Knives



At the Home show, Kikuichi introduced a brand new knife set:

SET KOKAJI-3

Kikuichi's eminent craftsmen in Sakai City have again shown their incredible skill with this innovative design and superior quality knife. A very traditional "Kirituke" style knife has now been reborn, breathing into it 21st century technology and skill.

These knives are 100% hand-forged and hand sharpened, made out of pure White #1 carbon steel with natural water buffalo collar and D shape (shell shape) Ho wood handle. Knives come with handmade wooden Saya sheath in a beautiful Origami box.

Three knife set includes:

Kirituke Sushi knife (single bevel) 240mm/9.5"
with Ho wood Saya sheath

Kirituke Gyuto all-purpose knife (double bevel) 210mm/8"
with Ho wood Saya sheath

Kirituke Petty all-purpose knife (double bevel) 150mm/5.5"
with Ho wood Saya sheath

MSRP: \$720.00

Spring Promotion / New Prices

Don't miss the Spring Promotion, where you can still take advantage of the 2012 prices and a maximum 20% off discount. Time is limited. Your order must be received by March 31, since our computers will update the prices of all of our products for 2013 on April 1st. The next promotion will not be until the holiday season so put your order in now. We mailed via USPS a list of our new prices along with the Spring Promotion program to you a month ago. Please call us if you misplaced or have not received the new price sheet.



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