



# Kikuichi

A Seven hundred year Family Tradition of fine Craftsmanship

## Newsletter

June 5, 2013

### Culinary School in Napa, CA



In April, [Mr. Mike Solaegui of Perfect Edge](#), San Mateo CA and Hiro Hirano of Kikuichi were invited to the [Napa Valley Cooking School](#) in St. Helena, CA one of the most highly esteemed culinary schools in the country. Over 30 students greeted our visit and enjoyed the knife presentation. They all were very excited and enthusiastic, expressing a lot of interest in Kikuichi knives. These talented young and ambitious chefs, definitely a future Top Chef or Iron Chef all admired the quality of the knives. A few students even had tattoos of knives on their arms.

Under the instruction of [Ms. Barbara Alexander](#), executive chef and head teacher of the school, the student chefs prepared a fantastic lunch of Chinese food for lunch and needless to say we enjoyed it very much and ate a lot.

## Discovered Culinary Competition



[Nella Cucina](#), Toronto's most talked-about high-end kitchen store organized and sponsored the [Discovered Culinary Competition](#). In its second year running, the Discovered Culinary Competition continues to provide up-and-coming Canadian chefs the opportunity to showcase their culinary talents as they work against the clock in a high energy, black box competition in front of a live audience at

Nella Cucina.

Each round, a competitor will be eliminated as they get 'the blade' working their way through the creation of an appetizer, main course and dessert in front of a weekly rotating judging panel of Toronto's most notable chefs. Nella Cucina is giving one Toronto chef, the opportunity of a lifetime, an all-expenses paid trip for a weeklong cooking stage in the North of Spain!

The competition began April 8, 2013 and will continue for 14 weeks. Kikuichi participated in this competition as a prize donor. In the first week, **Mr. Brian Ho** of Auberge Du Pommier won a Kikuichi knife. He is an entremetier at the restaurant ( [OliverandBonacini.com](http://OliverandBonacini.com) ) .

## Kikuichi's New Video

As we announced in the previous newsletter, 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.



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