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Subject: Newsletter from Kikuichi New York Inc.

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A Seven hundred year Family Tradition of fine Craftsmanship

Newsletter

November 20, 2013

Knife Fest



In September and October, Kikuichi participated in a very special knife sales event called "Knife Fest". The event was held throughout the

country in such stores and places as [Chef Central in Paramus NJ](#), [In the Kitchen in Pittsburgh PA](#), [Kitchen Window in Minneapolis MS](#) and [Culinary Institute Academy in Hyde Park NY](#). Our knives attracted hundreds of customers including seasoned home chefs, high-profile culinary pros as well as young culinary students, "Iron Chefs" or "Master Chefs" to be.

During the knife fest, sales of Kikuichi's knives contributed in boosting the store's entire sales figures. We are happy to participate in local events and demonstrate our knives while stimulating the sales of Kikuichi knives at your store. Please feel free to contact us should you have interest in collaborating with us.

Kikuichi Tattoo



We met a chef who works as a culinary pro at the executive dining room in a large corporation in Minneapolis. We couldn't help but notice that he has a very unique tattoo on his left arm. It is a Kikuichi knife and

the Chrysanthemum logo. He is truly a fan of Kikuichi knives and has been enjoying using his knives in his kitchen. Did he purchase another Kikuichi knife? Sure he did. He bought the Swedish Staingold Warikomi Sujihiki slicing knife at the knife fest in Kitchen Window. We met culinary students at the culinary school in Napa in May this year. Two female students and two male students showed us their arms with a tattoo of a Kikuichi knife. Their loyalty and patronage to Kikuichi knives is so highly appreciated. The chef we met in Minneapolis will definitely be Chef of The Year 2013 in the Kikuichi newsletter.

Japan Knife Tour, continued from last e-mail



As we stated in the past newsletter, 8 individuals from 7 different companies from all over the United States assembled in Sakai City, Japan to experience hand-forged knife making. Here are some of

their comments:

What a joy & privilege to see forging and sharpening masters, Sakai city, & Japan- & the welcome, hospitality, and grace of its people. Thank you for the trip of a lifetime. With you and on our own, we were struck by how beautiful and safe the country and how friendly people; & it's such a wake-up call to travel in a land so tied into fresh and local foodways -- from pickled cucumbers to eggs-in-octopus to sushi, Japan so gracefully combines tradition and reverence. Japan is beautiful at so many levels. We miss the farm-filled countryside and mountains and classical architecture like paintings, and the pervasive scent of jasmine and cypress and the sea, & kids stepping shyly forward to practice English... On another level, we left so aware how remarkable and important Kikuichi's and J-CAN's work to help the evolution and survival of traditional Japanese culinary arts is - how smart and creative you have to be (and are) to help master craftsmen adapt their skills to make knives that carry all their craftsmanship and skill, and are approachable in our Western market. Working with master craftsmen at their forge, in air that smelled of and iron, watching steels turn red hot and pounding them into a blade, embodies so much of what is extraordinary in Japanese culture and craftsmanship, so much so worth working to preserve. So does watching master sushi chefs carefully turn a beautiful tuna into breakfast; and the walk to Kiyomizu-dera temple, where every step was a painting.

Thank you again for such a beautiful two weeks, & the trip of a lifetime **Best always.** Laura Havlek, Sign of the Bear, Sonoma, California

The highlight of the trip for me was interacting with the knife makers and producers in Sakai city. Although I had some knowledge about traditional Japanese knives before the trip, I came away with a new appreciation for both the manufacturing process and the finished object. I also experienced a number of "ah ha" moments that I'm still absorbing. My appreciation of all things knife was certainly enhanced by what I saw and experienced on this trip. Peter Hertschmann, Food Writer/Book Author, San Mateo, California

Our trip to Japan was truly a priceless experience. I cannot say enough about the effort that was put in to make the trip so enjoyable. Witnessing and taking part in the forging process was so impressive. The pride that goes into making each knife is why the Kikuichi Knives are such a superior product. Since our company's focus is on knife sharpening I was most interested in seeing their sharpening techniques. No doubt our sharpening service has improved because of this trip. The other highlight for me was the food. The next meal was always the best. And the Sushi Bar in Tokyo, WOW, without a doubt the best

meal I have ever had. Marty Petlicki, Northwestern Cutlery, Chicago, Illinois

I didn't have a chance to say thanks to you and especially the Kikuichi corporation that had organized such a wonderful and memorable knife tour. I also would like to said thank you to the Government of the City of Sakai that had sponsored us and the staff that took us to Dai Sho Soy Sauce Company and the Tamanoi Vinegar's kitchen Studio. The trip is not only for the knife forging tour but also the Japanese cultural learning experience. We had a wonderful traditional family lunch at the Kikuichi headquarter and of course the visit to the famous Giant Buddha in Nara. Also, we had the opportunity to visit the Tsukiji Market, the biggest wholesale fish and seafood market in the world where we have had some tuna fish served at the market by the fishmonger. You cannot really have tuna fish fresher than that! Ganbei! Junhao Chen, Sharp Edge, Garden Grove, California

For me this most recent trip to Japan allowed me to see many things, including a second visit to the incredible craftsmen of Sakai city. Our time spent really seeing the craft of knife making and how this tradition is carried on by a small number of real true artisans was a highlight of my travels. I also was fortunate to get to see some farms while I was there and experience many amazing culinary events from a dinner in a rice farmers' house, to a world class sushi experience in Tokyo. I stayed in 7 different places in 10 days and would do it all over again in a second. The Japanese respect for the hard work of others is something that is really clear in meeting these artisans and being invited into their shops and homes to see how and where they work. Harry Rosenblum, Brooklyn Kitchen, Brooklyn, New York



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