



A Seven hundred year Family Tradition of fine Craftsmanship

## Newsletter

September 30, 2013

# Eight Samurai



It was the last week of August, Eight American Samurais quietly assembled in Sakai City, Japan for one secret mission and purpose. The Eight Samurais gathered from all over the United States, from southern Florida, Brooklyn and upstate New York, Los Angeles, Chicago, the Bay Area and Sonoma California. The mission was not impossible but extremely challenging, especially in such hot and humid conditions, outside temperatures of over 95 degrees, even hotter inside at 105 degrees. The job required patience, courage; there was risk of burns and cuts, and intense heat. Yet with sweat dripping down their faces and hearts full of passion, they met the challenge.

After 2 full days of hard work the eight Samurais completed their mission perfectly. For their reward each one of them acquired a beautiful quality creation; a white carbon Kirituske knife that was produced by their own hand and sweat through the process of hand-forging, hand-sharpening and hand-engraving.

From August 25th to the 30th, Kikuichi Cutlery in association with JCAN (Japan Culinary Arts Network) conducted the 3rd knife tour in Japan. It was the ultimate experience to learn how the hand-forged knives are made. Highly skilled craftsmen in Sakai helped the members make their own knife, while taking them through the process of hand-forging, water stone sharpening and hand-engraving. The following members joined us on the tour, experiencing the fun and excitement as well as first hand education:

[Aaron Michaels](#), Culinary Convenience Fort Laudable, Florida

[Harry Rosenblum](#), Brooklyn Kitchen Brooklyn, New York

[Richard Von Husen](#), Warren Kitchen and Cutlery, Rhinebeck, New York

[Marty Petlicki](#), Northwestern Cutlery, Chicago, Illinois

[Steve & Laura Havlek](#), Sign of the Bear, Sonoma, California

[Junhao Chen](#), Sharp Edge, Garden Grove, California

[Peter Hertsmann](#), Food Writer/Book Author, San Mateo, California

## Japan Knife Tour





The hand-forged knife making was definitely the main event of the tour, yet the members enjoyed a lot of other activities including a visit to Kikuichi's head showroom in Nara and meeting the owner Mr. & Mrs Matsuoka. Also a half day of sightseeing in Nara and Kyoto, and the amazing Live Tuna Auction in Tsukiji Fish Market in downtown Tokyo, a once in a life-time experience. The City of Sakai and SMRJ (Small and Medium Enterprises and Regional Innovation Japan) also arranged a mini trade show with several knife companies, a very rare opportunity to develop direct business with other knife makers besides Kikuichi, as well as a visit to the Soy Sauce factory and the office of the vinegar maker.

The city provided members with lunch and a dinner as well. Unique meals at an Izaka-ya style restaurant in Sakai and Kyoto were entertaining as well as delicious. They even had the opportunity to go to a Michelin rated Sushi restaurant in Ginza leaving everyone amazed and speechless. Overall the tour was an excellent success and we look forward to the next one.



*Kikuichi Monju Shiro Kanenaga* 



# The Biggest **Holiday**Promotion is in full swing now.

To boost holiday business and set up for better sales figures, we recently sent you an envelop for the Biggest Annual Holiday Season promotion. This is literally the **BIGGEST and MOST generous** promotion in 2013. The maximum discount is **20% off wholesale price**, but **time and quantity are limited**.

Here are some of unique discounts of the program:

**1-1 Now through Oct 18<sup>th</sup>, 2013**

- a) You will receive **20% off** plus **Knife Display Case (value over \$500.00)** over \$6,000.00 purchase. Order must be in by Oct 18th.
- b) You will receive **15% off** over \$3,500.00 purchase. Order must be in by Oct 18th.
- c) You will receive **10% off** over \$1,500.00 purchase. Order must be in by Oct 18th.
- d) You will receive **5% off** over \$700.00 purchase. Order must be in by Oct 18th.

Free freight in the continental US, no combined with other promotions.



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