

# KAI Knives

Media event in partnership with Taylor's Eye Witness

Thursday 30<sup>th</sup> May



Please join us for an exclusive evening of Champagne and Sushi featuring the impeccable knife skills of renowned sushi chef Mr Kazuomi Ota, Head Chef at the Hi Hotel in Nice. Demonstrating knife techniques that will leave you spellbound, Mr Ota will prepare your sushi using the ultimate high-performance KAI Shun knives.

KAI Shun is the world's leading super premium knife brand whose manufacturing philosophy is based on the centuries old art of Japanese Samurai sword forging. The Japanese think holistically, thus cooking, art and philosophy are inseparable. The right choice of knife is an essential part of the joy of cooking, guaranteeing precision and style.

**Thursday 30th May, 6-8pm**  
Venue:  
**The Divertimenti Cookery School**  
33/34 Marylebone High Street  
London, W1U 4PT

To reserve your place please RSVP by 17th May to:  
[clemmie@stormcom.co.uk](mailto:clemmie@stormcom.co.uk) 0207 240 2444







## Media attendees...

Journalists from the following publications attended:

**ShortList**

**Daily Mail**

**FHM**

**Men'sHealth**

**T3**  
The gadget magazine

**Little Lady Eats**

**Good Housekeeping**

**Good Food**  
CHANNEL

**six out of ten**  
the lifestyle magazine

**MRHYDE**

**MailOnline**

**THE Sun**

**sofeminine.co.uk**

**AskMen**<sup>UK</sup>  
FOR THE BETTER MAN

**eat in**

With additional goody bags sent out to the following:

**BBC easycook**

A BRAND NEW ATTITUDE  
**woman&home**

**FOOD**  
and  
**TRAVEL**  
MAGAZINE

**Esquire**

**essentials**

BEAUTIFUL  
**KITCHENS**

**stella**

**Daily Mail**  
**weekend**

NEW! FASHION TRAVEL PEOPLE IDEAS BEAUTY  
**STYLIST**

**STORM**  
COMMUNICATIONS



## Media feedback...

"Thanks to Kai for being excellent hosts.  
The sushi dude was very impressive!"

**ShortList**

"A worthy long term investment –  
you'll never need anything else"

**AskMen** UK  
FOR THE BETTER MAN

"Thanks for having us and great  
to see the range – as and when  
we schedule a knives test, I'll  
definitely call in some samples"

**Good Housekeeping**

"It was incredible to watch the amazing sushi chef  
at work, the knives seem to slice through  
everything like butter, absolutely fantastic"

**MailOnline**

"Thank you so much for the little knife! I'm a  
ferociously keen cook so am already obsessed with  
it and trying to work out when I can afford to get  
some bigger ones!"

"They're just seriously cool knives"

**six out of ten**  
*the lifestyle magazine*

**Esquire**

"Thank you so much for the  
Kai knife. Its actually  
amazing...when we write our  
next piece about kitchen  
knives we will let you know"

**S T O R M**  
COMMUNICATIONS

Coverage published to date...



THIS WEEK WE'RE LOVING...

Click on image for details



KAI SHUN CHEF KNIVES

DMS-300 Shun Classic series, includes the Chef's knife, Utility knife and Paring knife from the Shun Classic range, RRP £390.00



GEAR

GADGETS

WANT LIST

## KAI KITCHEN KNIVES: LIKE HAVING A SAMURAI SWORD IN YOUR KITCHEN

21 June 2013 By Coco Ishida



Tweet 3



VIEW GALLERY



Esquire



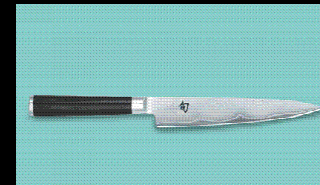
### SHUN KAJI SERIES 8 " CHEF'S KNIFE

21 June 2013

Kaji is Japanese for "blacksmith," which is synonymous with the traditional manufacturing technique of sharp Samurai swords. The stainless steel blade, made from Damascus steel and SG-2 core results in a very sharp and long lasting blade.

"From slicing, dicing and chopping to making precise cuts through herbs, this is a good all-round knife," says Ota. "Alternatively, the 6" Shun Kaji Chef's Knife is great for those who prefer the lightness and nimbleness of a shorter blade."

£285



Esquire



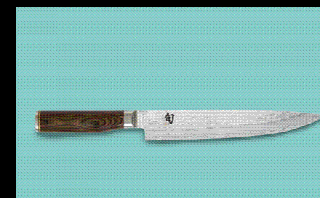
### SHUN CLASSIC UTILITY KNIFE

21 June 2013

Made from 32 layers of Damascus steel, the blade delivers unrivalled sharpness that is second to none. Flexible and stick-resistant, the blade is sharpened to an exceptional 16° angle.

"This knife is ideal for those in-between tasks," says Ota. "I use it for trimming green beans, broccoli and other jobs where you need more precision."

£39



Esquire



### SHUN PREMIER TIM MÄLZER SLICING KNIFE

21 June 2013

Each of the carefully manufactured damask knives has been meticulously adapted to its respective area of use by the master forgers from Sakai City. The symmetrical shape of the walnut handle ensures a precise cutting performance for both left and right-handers.


"The slicing knife not only makes the food look delicious by enabling you to cut thin, even slices but it makes it taste better too," says Ota. "The long, narrow blade and sharp edge allow you to cut in even slices without tearing or sawing, keeping more of the juices in the meat rather than pooling on the chopping board."

£137



[FINE LIVING](#) | [Fine Living Galleries](#) | [Father's Day Gifts 2013](#)

## Father's Day Gifts 2013



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# AskMen<sup>UK</sup>

FOR THE BETTER MAN

## Kai Sushi Knife Set

The most authentic sushi knife you'll ever find, these have been crafted in Japan for more than 100 years. Every single knife is made there, and the process is based in Samurai sword smithing. You call that a knife? *This* is a knife.

RRP £390, [Kai Europe](#)



# Little Lady Eats

## Sushi by Mr Kazuomi Ota, Divertimenti, Marylebone

I watched [Jiro Dreams of Sushi](#) and now I dream of sushi. I don't dream of making sushi – although I'd like to try – I dream of eating sushi. Ideally the best in the world.



Because of this, I found myself eating sushi at an event at [Divertimenti](#) last week, hosted by Japanese chef Mr Kazuomi Ota and [KAI](#) - a premium range of high-performance knives inspired by the art of Samurai sword forging (fancy eh?).



Sipping on Moët, I watched Mr Kazuomi expertly make us heavenly sushi. I didn't want to disturb a master at work, but managed to sneak in a few questions between rice steaming and salmon cutting.



Mr Kazuomi is the Head Chef of the [Hi Hotel](#) in Nice. He's been making sushi for 15 years, three of which were spent perfecting sushi rice – something every novice has to go through. He also had to earn the right to use a knife, knocking off yet another year. Becoming a sushi chef ain't easy, as you can tell.



Mr Kazuomi's sushi melted in the mouth. This wasn't just down to his skills, but also the freshness of the fish, how the fish was cut and the quality of the knife used (KAI Shun knives are made with 32 layered stainless damask steel, giving them unrivaled sharpness).



To make the California Roll, you need to think in layers. Mr Kazuomi's version started with a sheet of Nori (paper like, toasted seaweed) placed on a bamboo mat wrapped in cling film. He squished half a centimetre of sushi rice on top, before sprinkling toasted sesame seeds all over. You can also use risotto rice as the consistency is similar.



A thin sliver of salmon was placed down the middle of the rice, along with slices of avocado and cucumber. The bamboo mat then rolled everything together, before it was cut into mouth size portions and eaten by me.

My next treat will be [Sushi Tetsu](#) this summer (if I can reserve one of the seven seats). Until then, I'll be practicing my California Roll with my new KAI knife, so watch this space...



## Coverage in the pipeline...



**ShortList**

*Cooking equipment*



**stella**

*The Chosen Few...  
ultimate knives*

*Kitchen knives*



**essentials**



**MRHYDE**

*The sharpest knives*



**six out of ten**  
*the lifestyle magazine*

*Kai range*



**Good Housekeeping**

*Good Housekeeping Institute  
tried and tested...knives*