

KIMONO BUTCHER

Marika Watanabe

SPECIAL PROMOTION
EVENT PLAN



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Marika Watanabe

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KIMONO BUTCHER - BIOGRAPHY -



Marika Watanabe, known as the "Kimono Butcher," travels the world demonstrating traditional Japanese Wagyu cutting techniques. Her passion for butchery began with a part-time job at a beef bistro during college. After honing her skills at Tsukiji Market, she now works at Wagyu Master in Himeji, studying various beef cuts and visiting farms to deepen her expertise.

KIMONO BUTCHER - MARIKA W.

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MARIKA LIKE! SELECTION - WAGYU BRANDS



The Kimono Butcher's special brand line features carefully selected Wagyu from trusted farmers across Japan. Each product guarantees exceptional taste and quality, highlighting the unique stories of the farmers, the raising environment, and the care invested in producing this premium beef.

EVENT CASE STUDY



1. Introduction: Overview of the farms and Wagyu brands.
2. Cutting Demo: Demonstration of Wagyu cutting techniques.
3. Explanation: Instructions on how to cook the Wagyu.
4. Tasting: Sampling different parts of the beef raw.
5. Enjoy: Savor dishes prepared in the chef's style. Collaborate with the chefs and Marika to create special menus.
6. Feedback: Participate in a questionnaire and interview.
7. Purchase: Order Japanese Wagyu directly from Marika.

QUESTIONNAIRE SAMPLE



1. How do you rate the taste of the beef?
2. How do you rate the texture of the beef?
3. How do you rate the aroma of the beef?
4. What are your favorite points about KOBE BEEF?
5. How do you cook KOBE BEEF in your restaurant style? (Your personal favorite method is also welcome)
6. How would you rate the Kimono Butcher's cutting show?
7. What was your favorite part of today's event?

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PAST EVENTS PHOTO



KIMONO BUTCHER - MARIKA W.

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PAST EVENTS PHOTO



KIMONO BUTCHER - MARIKA W.

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PAST EVENTS PHOTO



KIMONO BUTCHER - MARIKA W.

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CONTACT INFORMATION

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