

Subject: : Gear Talk

Topic: : Tenkara, now everybody will want one

Re: Tenkara, now everybody will want one

Author: : salmonoid

Date: : 2012/7/12 11:03:06

URL:

Nothing wrong with a company cashing in on a niche while the fad component of it lasts. I own a Tenkara rod but do consider it a niche (or maybe more of a diversion, as the OP described it); I do consider SOME of the Tenkara hype a fad, which will eventually subside, but I don't think it will completely die away.

From Orvis' perspective, if you have the money to drop on the more pricey setups, why not try to extract another \$215.00 from you? For some people, that's a drop in the bucket. I don't think that they are looking at this as trying to sell you a Tenkara setup as your only setup; they're banking that you're already have a western setup, have heard about Tenkara, and they're your one stop shop because you buy Orvis...