

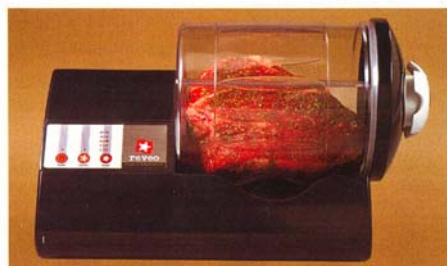
# KitchenWare News

## & KITCHENWARE NEWS Housewares Review

SERVING KITCHENWARE, HOUSEWARES AND TABLETOP MARKETS

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### FOOD TUMBLER MARINATES IN 10 MINUTES

The new Raveo Marivac Food Tumbler from Eastman Outdoors uses an automated commercial-grade vacuum pump with a tenderizing tumbler to pull marinade through to the core of meats and vegetables.

It provides better marination and flavor in ten minutes than two days of conventional soak marination. Sized to marinate up to a whole chicken, roast, four T-Bone

steaks or 4lbs of shrimp. The Raveo barrel and lid are stain resistant and dishwasher safe.

*Suggested Retail Price: \$199*

Eastman Outdoors, Inc.  
(tel) (810) 733-6360  
(fax) (810) 720-8787  
[www.eastmanoutdoors.com](http://www.eastmanoutdoors.com)  
[info@eastmanoutdoors.com](mailto:info@eastmanoutdoors.com)  
Circle #186

### Buying Seasons *Continued from Cover*

As many suppliers reminded us, a little creative thinking applied to "season-spanning" colors can keep your inventory fresh and profitable year-round. And as color forecaster Lee Eiseman is apt to note, nothing freshens up a home more than adapting new colors.

Take red tableware, for example. More than other classics like black, white and stainless steel, red can carry holidays year-round, from Valentine's Day to the Fourth of July and Christmas. Red is warm in winter and bright in summer.

"You're dead without red," comments Paul Baughman, president of BIA Cordon Bleu. He recognizes a retailer's effort to find season-spanning colors, red especially, that reduce the possibility of markdowns. He also points out that the company's retro-label tableware works through every season.

"Especially in classic lines, red can span many seasons," says Ruth Davis, purchasing manager for Chantal. Red is the company's No. 1 color in ceramics and takes second place in teakettles. Even in shapes, like a star ramekin or apple pie dish, red is versatile, Davis says. She suggests stars for Christmas and Memorial Day, not just the Fourth of July; red apples persist from back-to-school well into late fall.

Davis also points out that sometimes what we think of as a season can evolve in unexpected ways. "For the last couple of years, people have commemorated Sept. 11," she notes. "They want to display their patriotism" at a new time of year, and Chantal has seen the demand—especially for red stars—rise accordingly.

At Homer Laughlin, it's taken two years to develop the perfect red in lead-free Fiesta ware, according to Dave Conley, director of sales and marketing, who showed off the new "scarlet" at the Gourmet Products Show. He believes all that effort will be worthwhile: "We expect it to surpass or double our next highest seller," Conley says, noting its winter and summer appeal.

White, meanwhile, is steady year-round but Chantal's Davis encourages treating products in white as more than a background basic. "We have one retailer who will buy thousands of white heart ramekins for the bridal season," she says. "White hearts can be early and late spring, Valentine's Day, Mother's Day," and well into summer wedding times, according to Davis.

Aside from color considerations, consider too that the line between indoor and outdoor living is blurring, suppliers say. Products that may only have seemed suited for spring might appear in the outdoor kitchen in fall. Barbecue supplies that may only have been on your buying list for summer ought to be available for the whole football season and especially the Super Bowl.

Finally, suppliers say, the nesting-oriented consumer is looking for reasons to entertain that go beyond holidays, birthdays and the traditional seasons to tea parties, wine tastings, game nights, book groups and more—and the retailer who responds accordingly will be rewarded. ■