

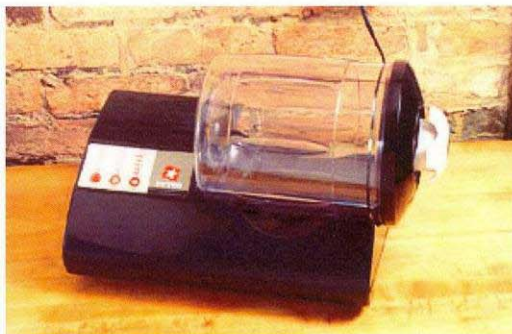
National Barbecue News

The National
World's Number One Publication



Barbecue News
Dedicated to the Sport of Barbecue

NEW PRODUCTS



Eastman Outdoors brings flavor revolution home

New Reveal[®] MariVac[®] optimizes marination process, wins industry award

by National Barbecue News staff

The superior marinating technology once available only to professional chefs and restaurants will be at work in the kitchens and backyards of U.S. homeowners beginning in June 2004, making their favorite marinades work better than ever. The Reveal's high powered vacuum, combined with its barrel's tumbling action, enables the ultimate marination, taking food's flavor to a whole new level.

There's a very good reason why the meat at restaurants and butcher shops is so much better than what we marinate at home. Long a well-kept secret of professional chefs, vacuum technology within large barrels infuses flavor and moisture into all kinds of meat and vegetables in a short period of time. Now Eastman Products has applied it in the Reveal MariVac Food Tumbler, enabling cooks at home to achieve the same quality of flavor in less than 20 minutes.

The process allows an enhanced level of moisture absorption and flavor penetration better than two days of advance marination with traditional soaks. The Reveal works to marinate a wide variety of food, from chicken to game, from veggies to tofu and fruits.

How it works

The new food tumbler is easy to use < cooks simply put food and marinade into the Reveal barrel and attach the vacuum hose. The ultra-high power vacuum pulls air out of the barrel, opens the food's fibers, and draws the marinade inward to the core of the food. A quick turn of



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the lock on top of the barrel seals the food and marinade so it can be set on the Reveo's base to be tumbled. Agitation from the rolling barrel tenderizes the meat and ensures a stronger absorption of the flavor and juices. And that's it!

Fully automated and easy to clean, the Reveo does in 10 minutes what takes traditional marination 48 hours to do, and does it better.

The barbecue test

The National Barbecue News was given a unit to test. Before the unit arrived we did a little "pretest" research.



Everyone knows how hard it is getting to find chicken, pork, or even beef that had not been "enhanced" before being put on the grocery stores. The enhanced products we are talking about have already undergone a similar vacuum and tumble process. The only difference is the "solution" these meat packers are using consists mostly of salt and water. We also learned that all KFC stores have used a vacuum and tumble process for years to marinate their chicken before frying.

Upon arrival, we noticed how well the unit was packaged for shipping and also how easy it would be to transport the unit around. We wasted no time in giving our new unit the first test using sirloin steaks. Usually, we let our steak marinate for 12-14 hours before cooking. After our first test, tumbling the steaks for 20 minutes instead of our usual method, we were sold! Hands down, the new Reveo Mari Vac Food Tumbler saved us over 11 hours of time.

For our final test, we decided to try our competition chicken recipe. After seeing how gentle the tumble was on the steak, we knew it would not bruise our chicken thighs. Our competition chicken recipe calls for at least 15 hours in a marinade, but we tumbled for 15 minutes for our test. We were shocked at the results. The chicken could have soaked for 55 hours and could not have had as much flavor as the 15 minute tumble put into our test chicken.

Our only question before the test was could the tumbler hold 15 thighs? Not a problem. The tumbler was actually a little over the five pound weight limit but still did not miss a beat. Several times we actually had to walk over in order to hear the unit running! It really is that quiet.

After our testing, we bought our test model to use while competing. If you see us out on the competition trail, look us up and we will show you how well this "little flavor factory" works.

Industry acknowledgement

Eastman won the coveted Vesta award for the Most Innovative Barbecue Accessory, given by Hearth & Home magazine at the recent Hearth, Patio, & Barbecue Association EXPO show in Anaheim, Calif.

³Once people have tried it, they tell us they never want to cook without it again," said Rob Eastman, president of Eastman Outdoors. The Reveo will be available at select retail stores in June for a suggested price of \$199.99.

reveo™