

Appliance from Flushing vendor available for 'tumbling' meat

FLUSHING

THE FLINT JOURNAL FIRST EDITION

Tuesday, November 09, 2004 By Ron Krueger

rkrueger@flintjournal.com • 810.766.6117

You say you can't wait 24 hours for that 4-pound pork roast to fully drink in that wonderful marinade you've concocted. You don't have to if you are willing to shell out \$200 for a vacuum food tumbler from Eastman Outdoors in Flushing.

The Reveo MariVac Food Tumbler is a home version of large, commercial tumblers used by food processors and supermarkets, according to company president Rob Eastman.

Eastman promises the Reveo machine fully will marinate a beef, pork or lamb roast weighing up to 5 pounds in 20 minutes, a 2-pound turkey breast in 15 minutes, a tuna steak in 10 minutes and a batch of shrimp in five minutes.

The appliance speeds the process by removing the air - and pressure - from the tumbling chamber, causing the fibers of the food to "relax" and absorb more marinade faster, according to Eastman.

"Our company sells seasonings for game meat, but we didn't understand why venison jerky you buy had more flavor than jerky we were making for ourselves," he said.

"Somebody said, 'You don't have the right equipment.' They took me to a meat plant and showed me this \$50,000 machine that looks like a cement mixer. That's what the Reveo tumbler is modeled after."

Because the principle of the machine is not readily grasped - and because of its price tag - a lot of effort is going into marketing it, Eastman said. "It's just not going up on the shelf. It is a specialty product that retailers need to promote and demonstrate."

Eastman said the tumbler is available at Cabela's megastore in Dundee. It should be available soon at Bass Pro Shops, he added. It can be ordered at Amazon.com and Frontgate.com. For more information, go to freethemeat.org.

The tumbler should get a boost this week when Popular Science names it the year's best new kitchen appliance. Earlier this year, Hearst & Home magazine named it the best new barbecue accessory.

Ron Krueger

© 2004 Flint Journal. Used with permission

Copyright 2004 Michigan Live. All Rights Reserved.