

MARSELS



Fall 2012

MagicKitchen.com's Seasonal Newsletter for the best in Delicious Home-style Meals, Delivered.

President's Table

By the time September comes around, we're ready to shelf our favorite summer dishes and dig into the comforting cuisine of fall. And we know we aren't the only ones who get cravings for rich, belly-warming food when the leaves start to change color. Every September, we watch as orders for fall favorites like Beef Pot Roast with Magic Mashed Potatoes, and Braised Beef Top Blade in Beer & Wine Sauce, Buttered Carrots and Pecan Pie climb into the triple digits.

This month, we suggest ordering all of your fall favorites and stocking up on a few new-to-you meals. Our list of handpicked fall dishes (page 3) will get you inspired to start shopping. Need more motivation? Turn to page 4 see the new program for customers placing regular orders of \$100 or more.

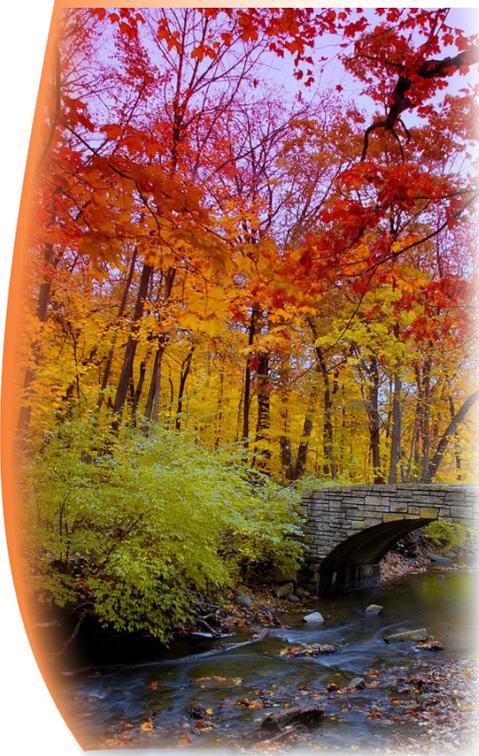
Whether you're shipping meals to hungry college students (page 2) or planning a fuss-free feast for your extended family (page 2), our chef-prepared meals can help you get the job done, and done well. So read on for tasty meal suggestions (page 3), enticing giveaways (page 4) and a recipe for Curried Carrot Soup (page 3) that will make your mouth water.

Happy Dining!

Michelle Tayler
President

Greg Miller
CEO

*"Delicious autumn!
My very soul is
wedded to
it, and if
I were a
bird
I would
fly
about the
earth
seeking
the
successive
autumns.
~George Eliot*





Feeding the Family

After a summer filled with vacations, summer barbecues and picnics in the park, fall marks the time when we return to the home kitchen and start gathering around the table again. To ease the stress of cooking this season, MagicKitchen.com is offering a wide range of HomeStyle meals – including these family-friendly picks.

Stellar Soups

Soups become a weekly staple at nearly every household once fall settles in. Beat boredom in the kitchen and at the table by placing an order for our Soup for the Soul Bundle. You'll get a selection of soups – including our colorful Many Bean Soup and nostalgia-inducing Tomato Basil Bisque – along with a range of artisan breads to round out each meal.

Perfect Pastas

After working our way through our chef's selection of outstanding pasta dishes, we can confidently say we're in praise of great pasta dishes! Make a meal out of our old-fashioned Beef Stroganoff or our bestselling Macaroni and Cheese. Or warm up our Eggplant Parmigiana and impress vegetarians and non-vegetarians alike with your "cooking" prowess at your next get together.

Family Size Feasts

There's a lot to account for when you're trying to feed the whole family – especially when you consider that your whole family could include your extended family too. Fortunately, you can pull off a homemade looking meal with minimal fuss and cleanup if you rely on our family size meals. Try our outrageously good Family Size Chicken Pot Pie or our glazed Vanilla Bundt Cake and you'll see that these family size dishes are a great value and a perfect choice for large gatherings.



BACK TO SCHOOL EATS

Attention empty nesters: You don't have to worry about your college student subsisting on pizza and subpar dorm food this year. Instead, you can round out their diet by sending them regular deliveries of our delicious health-conscious meals.

Frozen gourmet dishes such as grab-and-go Lemon Poppy Seed Toaster Cakes and hearty Vegetable Barley Beef Soup meet all the criteria of good college food. They're easy to prepare, a snap to clean up, healthy enough that mom won't worry and tasty enough that your kid won't realize they're actually eating something good for them. Even better: students can reheat the shipped meals on a moment's notice so they can fend off those 2 a.m. hunger pains even if the cafeteria is closed.

www.MagicKitchen.com

Fall Favorites

When fall's crisp days and chilly nights arrive in September, we find ourselves craving soul-satisfying comfort food. Fortunately, the talented chefs at MagicKitchen.com are creating dishes that fit that very description. Add a few of these best sellers to your order this month and you'll see why they made our favorites list too.

Chicken Marsala

Our chefs have perfected a rich, smooth wine-and-mushroom sauce to serve with this gourmet, low-carb dinner. To round out an elegant spread, serve the sauced chicken breasts with our healthy 9 Grain Rolls and a side of our Brussels Sprouts.



Magic Mashed Potatoes

Nothing symbolizes comfort food like potatoes but that's only russet potatoes, boil them and mash them with milk and our "magic spices" to create a side dish worthy of a Sunday supper and weeknight dinners too.

Gourmet Cookie Assortment

We were always the kid getting our hand caught in the cookie jar, so we were happy to learn that October is officially National Cookie Month. We're using the national holiday as an excuse to indulge in our Gourmet Cookie Assortment. Dark Chocolate Cranberry Cookies, Snickerdoodles and Dr. Midnight Cookies make a sweet trio indeed. Alternatively we also have our Mini Chocolate Chip Cookies to fill the craving!

We'd love to hear your feedback on these in-house favorites as well as your ideas for future meal offerings. Just remember that all of our dishes must allow for freezing and reheating without too much trouble. Drop us a line at info@MagicKitchen.com with your ideas, feedback and requests.

Yes, Chef!

Curried Carrot Soup

Turn MagicKitchen.com's Buttered Carrots into a gently spiced soup that's perfect to serve as a light lunch or with dinner on a crisp fall day. If you have an immersion blender, you can use it to puree the soup instead of using a regular blender.

Serves 4-6

Ingredients

- 1 (6-ounce) package MagicKitchen.com Buttered Carrots (half of a 2-serving package)
- 2-4 cups vegetable or chicken broth (preferably low-sodium), hot
- 2 tablespoons extra-virgin olive oil
- 1 small yellow onion, finely chopped
- ½ cup trimmed and finely chopped celery stalk
- Salt and freshly ground black pepper
- 1 tablespoon curry powder
- ¼ cup-1/3 cup half and half (optional)

Preparation

1. Cook the Buttered Carrots according to the instructions on the package. Set aside to cool slightly.
2. Bring the vegetable or chicken broth to a simmer in a medium saucepan set over medium heat. Reduce the heat to low and cover to keep warm.
3. Warm the olive oil in a 2-quart saucepan set over medium-high heat. Add the onion and celery and cook, stirring occasionally, until translucent, about 5 minutes.
4. Roughly chop the reserved carrots and add them to the saucepan. Season the mixture to taste with salt and pepper, then stir in the curry powder.
5. Add 2 cups of the warm broth to the saucepan and bring the mixture to a simmer over medium heat. Transfer the soup to a blender and puree until smooth, adding up to 2 cups additional stock if needed to thin the soup. Blend in the half and half, if using.
6. Divide the soup among 4 or 6 bowls and serve immediately.

-- Mariel Balderas, MagicKitchen.com



Do You Like Us?

Whether you like us on Facebook or follow our blog, you can use your social media savvy to win free meals this September. For this month's meal giveaway, we're giving you plenty of opportunities to fill your freezer with MagicKitchen.com meals. This four-serving meal giveaway consists of Seared Pork Tenderloin, BBQ Baked Beans, Rice Pilaf, and Pistachio Panna Cotta.

All you have to do is visit our Facebook page: <http://www.facebook.com/MagicKitchen> and click on this giveaway icon located below the picture of Seared Shrimp on that page.



Giveaway

This is a raffle- you perform small tasks, which earn entries to win. You can do any of the tasks listed to earn entries. The more things you do, the more entries you can earn. The easiest task is to like us on Facebook to earn a couple of entries. Try it out, you'll like it!

We'll email the lucky winner and post the winner's first name and last initial on our Facebook page.

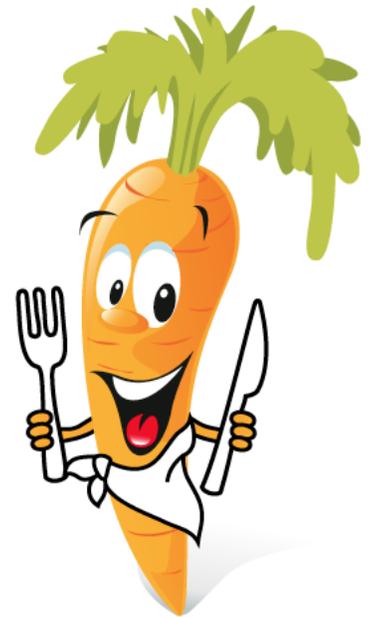
In the email we'll ask for your address, and when we receive it we'll ship off the meals! Come back often for meal giveaways and free gift certificates.

DEALS FOR DINERS

We appreciate all customers but our loyal regular customers have a special place in our family of diners. Effective immediately we have implemented free delivery for all customers with regular orders (At least 1 time per month) spending at least \$100 per order. If you order from us at least once per month and spend at least \$100 on that order, you'll receive your food with no delivery cost to you. Call us toll-free at 877-516-2442 to set up your first order and receive your promotional code for future months. We think it's a great way to say thanks, and we hope you'll agree.

WEB SEARCH

We've introduced some new character to our web site by adding fun fruit and vegetable-themed cartoons throughout the pages. But the cartoons aren't merely decorative additions: we tied them to great promotions too. Don't forget to hover your mouse over those silly radishes, carrots, tomatoes and more to find out more about our latest deals.



www.MagicKitchen.com