

MARSELS



Spring 2009

MagicKitchen.com's Seasonal Newsletter for the Best in Home Delivered Gourmet Food

From the President's Table

The last 12 months have been challenging for even the most confident individual or the most attuned business manager. With people everywhere concerned for their finances and their future, these times for many have been more stressful than any other time in their lives. Many of us have seen recessions in the past but not with the myriad of global and national issues.

Time has matured our segment of the prepared meal business, with many companies entering the market but nearly as many companies leaving soon after entry. The most recent is Home Bistro. Preparing quality meals is the easy part. It is the packaging, shipping and reheating of the meal to maintain flavor and quality that matter most. This is the biggest challenge for our business. Over time, we have spent hundreds of hours on these issues and today we feel we get a consistent meal delivered efficiently.

During the last several months these are some of the changes we have made to provide improved customer service at better prices:

- Relocated our distribution center to Kansas City from the West Coast to take advantage of better shipping rates nationwide.
- Expanded into 2 additional kitchens to provide an even more expanded and varied menu for our customers.
- Added meal plans and auto shipping for our ongoing meal plan customers.
- Added additional cooler options to ensure meals get delivered in top condition. Also we have improved the packing materials used within our cooler for better product stabilization in transit.
- Introduced a special low sodium, diabetic-friendly menu of 42 different meals for those special dietary needs.
- Completed extensive usability testing on our website and we continue to fine tune our customer experience on the website.
- An additional icon will soon be added to our website for diabetic friendly meals

MagicKitchen.com has continually grown since inception by providing meals locally, regionally and now on a national basis. Today we get requests from all over the world to deliver meals for people in need. The fundamental focus of our business has not changed since we started operation in 2005 with "Delicious, Nutritious Convenience" being our goals. This means providing quality meal solutions for seniors, disabled individuals, businesses, and families. Our mission also provides for another market group of friends, family and co-workers that become "life challenged!!" Life challenged meaning someone that recently had a baby, had an accident or a death in the family, and could use assistance.

We want to be there in time of need to help these people anyway we can. Given today's challenges, MagicKitchen.com is here for anyone needing quality, healthy prepared meals that will fit their personal dietary requirements.

Happy Dining,

Michelle Tayler
President

Greg Miller
CEO



*"I stuck
my head
out the
window this
morning and
spring kissed
me bang in
the face."*

*Langston
Hughes*



Giving Back to Family in Need

We all know someone who needs a bit of assistance these days, whether that person is an aging parent who no longer cooks for himself or a close friend who has just been let go from their job.

MagicKitchen.com knows the best way to help these individuals out is to feed them.

Our meal delivery service makes it easy to provide family and friends with tasty, nourishing meals. You can select the meals you think they'd enjoy, such as our best selling chicken Ana Luisa, or order them a comfort-food driven meal bundle containing dishes like shrimp fettuccine alfredo or tender BBQ baby back ribs.

Or, buy them a gift certificate and let them pick out the meals on their own. Either way, they'll be forever grateful that you reached out and helped feed them during a rough time, and you'll feel good knowing that the special people in your life are well fed.



FOLLOW ME ON TWITTER



If you haven't already jumped on the Twitter bandwagon, come join us. Twitter is a free service that lets you keep in touch with people by answering one question – what are you doing – quickly and often. Lately, we posted about what we were cooking up (a new tiramisu dessert, or as we called it heaven on a spoon) and that we were offering 10% off our chef-prepared meals for Twitter readers. If you're not already twittering, join the site today. Then sign up to start receiving MagicKitchen.com's updates at twitter.com/magickitchen.

Reinitiate Your New Year's Resolutions!

Whether you fell off the healthy eating bandwagon January 2nd or lasted till mid-April before breaking your resolutions, MagicKitchen.com is ready to help you get back on track to better health this season. Our nutritious meal packs and calorie-counting meal bundles make healthy eating a breeze, and they do it without taking the pleasure out of meal time.

Take a look at all your choices. If you want to adopt a low fat diet, our low fat meal bundle includes four healthy meals packaged for 2 or 4 people. There's cheese tortellini with Mediterranean sauce, and chicken breast teriyaki sided with a nutty barley vegetable pilaf and fresh-cut corn medley. These are the sorts of meals that will keep you happy without doing damage to your waistline.

And we've got new meal packs and bundles for everyone's eat right goals. Our meal bundles include low-carb options and a heart-healthy meal package that brings you four full meals plus soup and dessert. Check it out today – there's no time like now to start eating right, exercising and living well!

Menu Updates

Whether you're a regular customer or a newcomer to MagicKitchen.com, we're sure you're eager to hear about our newest menu items. It's time for our seasonal menu change and as such we've added new soups and sides, a host of meaty mains, a few breakfast dishes to kick-start your day, and two desserts worth saving room for. Read on for a taste of our latest menu offerings.

Better Breakfasts

For some of our customers, breakfast is the most challenging meal of the day. We've streamlined your morning meal with tasty new options like our cheese and blueberry blintz and fluffy vegetable omelet. The blintz is a real treat, and the omelet an ideal option for individuals who want to start the day off with a nutrient-rich meal.

Seasonal Soups

On rainy spring days, a light soup takes the chill away. Try our silken salmon bisque or rich steak soup for a simple meal at home. Partnered with a piece of our artisan flatbread and a crisp green salad, these soups prove that the best meals really are simple.



Superb Sides

This season we're bringing you a perfect pairing in our new beets and feta cheese side dish. Serve it as light lunch or as a prelude at dinner for our almond-crusted salmon or prime rib beef roast. Watch also for our second new side to hit the site – it's a hearty rice dish laced with fresh veggies.

Meat-focused Mains

When we unveil our latest batch of main courses, meat-lovers will immediately start placing orders. We've got a smoked half-chicken with a distinctive hickory-smoked flavor and a smoked pork chop and pre-cooked rib eye steak as well. We're even introducing a trio of pierogi dumplings. There's a meat-filled pierogi, a lush cheese and potato pierogi, and a sauerkraut-stuffed dumpling you'll be dreaming about for days.

Soul-Satisfying Desserts

We're confident you'll love our newest sweets just as much as old favorites like our "pucker up" lemon loaf and the MagicKitchen.com signature raspberry-glazed panna cotta. Try the heavenly tiramisu after a light Italian supper or introduce your family and friends to rugulach with our twist on this traditional Jewish pastry.

Yes, Chef!

Smoked Chicken Salad

Serves 4

This zesty chicken salad recipe makes for a great sandwich filling, or wrap it up with veggies in fresh tortillas. It's a delicious way to use our new smoked half chicken. You can serve the salad right away, or prepare it in advance and keep it covered and stored in the refrigerator for up to one day.

Ingredients

- 6 tablespoons mayonnaise
- 1 tablespoon fresh lime juice
- 2 teaspoons chopped canned chipotle chilies, optional
- 1/2 teaspoon ground cumin
- 1 1/2 cups finely chopped smoked chicken (about 12 ounces)
- 1/2 cup finely chopped yellow bell pepper
- 1/2 cup finely chopped celery
- 1/4 cup finely chopped red onion

Instructions

Mix the first 4 ingredients together in a bowl until combined. Fold in the smoked chicken, and then add the rest of the ingredients.

Season the salad to taste with salt and pepper. Serve on crusty rolls, or wrap it up in fresh tortillas.



Magic Customer

As a diabetic who lives alone in Albuquerque, New Mexico, Jim Furth knows firsthand the value of MagicKitchen.com's diabetic meals. "Shopping for all the "right" things is not something I look forward to doing each week, [and] cooking for one is no fun," he writes.

MagicKitchen.com has brought a bit of convenience back into Jim's life, not to mention the fun back into his meal time. Now, Jim chooses his favorite menus from the web site, using the glycemic index and nutritional statistics to pick meals that are right for his dietary needs. Then, much to his delight, they arrive at his front door ready to warm up and enjoy.

"When I choose Magic Kitchen, I've made the right choice. It's like I could afford my own nutritionist, dietitian and chef! Having the confidence that real pros have designed each meal that not only do the meals taste good but are good for me. Besides, there is so much choice." he writes. "I worked hard and got my health 100% in check and then went into the hospital for hip replacement surgery." While in the hospital recovering Jim ate a poor diet of meals consisting of mashed potatoes, spaghetti, and white rice, even though these meals were part of the hospital's diabetic and non-salt meal program. The doctors had to put Jim on insulin for the first time in his life.

Only when he was back home and eating his regular diet of carefully chosen MagicKitchen.com meals could Jim stop using the insulin. This only confirmed his belief that the program fit his nutritional needs. "The Diabetic Friendly meals helps one grasp what is necessary then, with the use of the MagicKitchen.com website, one can proceed to choosing meals that are even more exciting and more restaurant quality and have MagicKitchen.com there to do all the 'messy' work and drudgery," he writes "I like the choice of having MagicKitchen.com, and I like choosing the way I cook my meals either in the microwave or conventional oven. The hard parts are taken care of for me, and it is all delivered to my front door on a schedule I choose. What a company!"

Congrats to Our Winners

Congratulations to the winners of our latest round of contests. Marcie Crowley won a \$100 gift certificate for participating in the MagicKitchen.com online Easter egg hunt.

The following individuals received a \$50 gift certificate for signing up to receive our quarterly newsletter:

Alyce Hernandez
Mary Valinoti
Deborah Dols
Kevin Bell
Joe Bruns

Easy Fundraising with MagicKitchen.com

We at MagicKitchen.com believe in giving back to our community. Let us help you develop ways to raise funds. Email us at: info@magickitchen.com or call toll free: 1-877-MAGIC (877-516-2442).