

MARSELS



Spring 2011

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

President's Table

Long after we've let our New Year's resolutions slip, spring arrives and leaves us with a renewed motivation to revisit our healthy eating goals and embrace positive change in our lives.

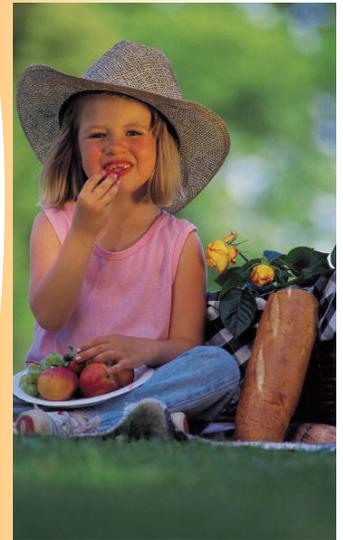
Whether you hope to eat a more balanced diet or make a habit of sitting down with your family and more together time for healthy dinners twice a week, MagicKitchen.com will support you along the road to success. We can provide you with delicious chef-prepared dishes, nutritious meal bundles and menus that meet your dietary needs. We've got options for individuals, families, diabetics and dieters and every person in between.

We also know that achieving a healthy lifestyle means shortening your to-do list and decreasing the stress in your life. Our HomeStyle meals make it possible to trim grocery shopping, cooking and kitchen cleanup from your list of chores. Soon you'll have more free time available to pursue hobbies or simply relax at home with family and friends.

When you choose to dine with us, you're making a decision to improve the quality of your life. We couldn't be happier to support your goals this spring. Happy Dining.

Michelle Tayler
President

Greg Miller
CEO



*"Spring is when you feel
like whistling even with a
shoe full of slush."*

~Doug Larson.



www.magickitchen.com



Menu Updates

Whether you're looking to mix up mealtime or are seeking healthy dishes to help you achieve a svelte figure this spring, one of MagicKitchen.com's newest menu items will suit your goal. Since last year, we've added a delicious new soup, new protein-driven mains and desserts for families and smaller appetites to our already extensive menu.

Soul Satisfying Soups

You'd never guess that our new Seafood Medley is low in fat. The rich broth features an abundance of fresh fish and shrimp in each glorious bowl. We also still offer our deeply flavorful Vegetable Stew and hugely popular Broccoli, Mushroom & Zucchini soup among our many soup options.

Single Serving Side Dishes

When you requested more single serving side dishes, we listened. We've created a new menu for solo diners with our Single Serving Side Dishes #2 package. Order one now to fill your dinner plate with outstanding sides like our classic Rosemary Potatoes and our buttery Rice Pilaf. And while you're visiting the web site, be sure to browse our Meals for One menu to check out new complete meal options and start enjoying satisfying single serving meals today.



Mains for Meat Lovers

Our new main courses are nothing short of incredible and are well suited to satisfying the carnivores at your table. Our customers tell us that our Osso Buco is the best they've had in the world, while options like our fork-tender Beef with Bordelaise Sauce and slowly simmered Lamb Shank with Rosemary & Mint Sauce will please even the heartiest appetites. We think these new dishes take our meat menu to the next level.

Dazzling Desserts

The long wait is over. Some of our bestselling desserts are finally available in family size servings. Customers tell us their families fought over the last piece of our sweet, moist Chocolate Cake and loved our elegant new Vanilla Bundt Cake and fruit-forward Raspberry Rhubarb Pie. For those of you watching your waistline, we're featuring perfectly portioned desserts like our Madeleines Dipped in Chocolate and our incredibly moist Gourmet Cupcakes so you can satisfy your sweet tooth without ruining your healthy eating goals.

Renew Your Resolutions

If you're one of the few Americans who stick to their New Year's resolutions through spring, we applaud your dedication. If you've slacked off on your healthy eating goals, however, know that you're not alone.

That's why we're gearing up to help you get back on track this season. Our nutritious meals and calorie-conscious meal packs make healthy eating a breeze. If you're watching your fat intake, our low-fat meal bundle includes four flavorful meals such as our Chicken with Rice Soup and Cheese Tortellini in Mediterranean Sauce. Our low-carb meal bundle includes our divine Almond Crusted Salmon, while our portion-controlled menu offers such meals as our Beef Char Steak with Whipped Potatoes and Brussels Sprouts.

With so many choices, you'll be able to eat happily and well without doing damage to your waistline. Check out our abundant offerings today. There's no time like the present to start eating right, exercising

“*I made the mistake of serving one to a house guest. She then expected to see a serving appear each night until she went home. Ben Franklin once said that fish and guests smell after three days. I would say that the panna cotta should be hidden until the friends clear out.*”



YES, CHEF!

Barley Vegetable Salad

Our pilaf already has great flavor. Just add the sliced and diced vegetable to the thawed room temperature pilaf, then toss with the dressing to make a light spring meal.

Ingredients

- 1 four-serving order Barley Vegetable Pilaf
- 1 fresh tomato, diced
- 1/2 hothouse cucumber, halved & thinly sliced
- 1 small sweet red bell pepper, chopped

Dressing

- 1/4 cup walnut pieces
- 1 Tbsp white wine vinegar
- 1 Tbsp lemon juice
- 2 Tbsp olive oil
- 1 Tbsp minced fresh basil or 1 tsp dried salt and pepper to taste

Directions:

1. Thaw the pilaf and place in a salad bowl. Add the tomato, cucumber and sweet pepper, and toss gently.
2. Toast walnut pieces in a small dry frying pan. Watch them carefully so that they don't burn. Take out of pan and set aside.
2. Mix together vinegar & lemon juice in a small bowl. Slowly drizzle in olive oil while whisking, to create a thick emulsified dressing. Add more oil if needed.
3. Stir in basil and walnuts. Salt & pepper to taste.
4. Toss all ingredients together.

Serves 4 as a main course



Our Online Community

We've recently updated our web site to give you more reasons to visit MagicKitchen.com today. Check out the site for blog updates, special savings and streamlined ordering features like our new shopping cart.

A Streamlined Shopping Experience

We're always looking for ways to make your online shopping experience easier and more enjoyable. This spring, we improved our shopping cart feature for this very reason. Now when you add an item to your cart, an attractive window will pop up and provide a full list of the items you've placed in your cart. You can close the window and continue shopping or proceed to the checkout with ease.

A Blog Worth Reading

If you haven't visited our blog, now is the time to join our online community at <http://blog.magickitchen.com>. You'll find posts on everything from nutrition trends to customer reviews to gift ideas for upcoming holidays. Browse our archives to learn about MagicKitchen.com's company history and philosophy, then move on to new posts that share menu highlights and recipes that use our chef-prepared meals. And while you're visiting, don't forget to participate in our new blog feature, Blog About Us. We'll send participants a promo code for free shipping on orders of \$50 and over. (Limit 2 posts per month.) Read more at: <http://www.magickitchen.com/blog-about-us.html>

A New Way to Save Big

We've always appreciated customer referrals. After all, word of mouth is the best way to share our services with your family and friends. As a way to say thank you, we recently launched a Refer a Friend program that delivers savings to you and anyone you refer to MagicKitchen.com.

When you refer someone to MagicKitchen.com, they will receive an email with your message and a coupon good for 15 percent off their order. When your friends or family members place an order for meals, you'll receive an email with a coupon for a 10 percent savings of your own. We get the word out about MagicKitchen.com and you and your friends save big. Everyone wins!

Star Search

For our latest contest, we're seeking videos that show you and your family enjoying a MagicKitchen.com meal at home. As a special offer, we're offering anyone who sends in a video **free shipping** on their next order. Be as creative as you like!

Intrigued? For more details or technical help, email Melody Scott at melody@magickitchen.com.

