

MORSELS



Spring 2013

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

President's Table

After a string of tragedies and a brutal winter for some parts of the country, we're breathing a sigh of relief that spring is finally on its way. Our hearts go out to the many, many people displaced or devastated by Mother Nature this last Winter.

As the weather shifts, we find ourselves enjoying lighter moods and gravitating toward the flavors of the season. We love spring's fresh produce and encourage our chefs to use it in dishes like our tender Chicken and Artichoke with Spinach and our Barley Vegetable Pilaf. We're also ushering in the warmer weather by serving light, colorful meals like our superbly cooked Seared Salmon Fillet sided with our simple Spinach Italiano and crisp-tender Buttered Carrots. We suggest you try adopting a similar menu for a delicious spring meal or try your hand making our newest recipe (page 3), which features our Beef Sirloin with Peppercorn Sauce stuffed in portabella mushroom caps.

Michelle Tayler
President

Greg Miller
CEO



*"April prepares
her green traffic
light and the world
thinks Go."*

- Christopher Morley



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Chatting with CEO Greg Miller

MagicKitchen.com's CEO Greg Miller is passionate about providing customers with great service and great tasting meals and meal programs. We sat down and talked to him about the company's newest offering, the Ongoing Meal Plans program.

Why did you put your new Ongoing Meal Plans program in place?

Many of our customers loved our meals and wanted to have a regularly scheduled automatic delivery but didn't want to be involved in choosing meals for every order. They told us what meals they liked and said to just keep them coming. So we set up our ongoing meal plans to offer customizable options for the different tastes of individual customers.

How do these new plans work?

As I mentioned before, our customers all have different needs and dietary requirements so the plans needed to be flexible for various customer groups, including single seniors, busy families, corporate customers and more. We now have a variety of programs to choose from. We also have friendly and knowledgeable customer service representatives to answer your questions and assist you in customizing a program to fit your needs. The plan you choose is entirely up to you. One important facet for many of our customers is that once the plan is put in place, they don't need to do anything further to keep enjoying meals. We will take care of everything and the meals will continue to arrive according to the schedule they've set up.

Who will benefit from the Ongoing Meal Plans program the most?

Seniors and busy families love this service. Often seniors have spent much of their lives cooking for families. Now that they are getting older, they find they no longer have the desire to cook. Nor do they want to deal with the mess and inconvenience of cooking for just one or two people. Also, many times their grown children are concerned that their parents are not getting the nutrition they need. MagicKitchen.com meals offer a solution for every one of these issues and make sure seniors are eating well.

We've also noticed that families with hectic schedules who have no extra help appreciate having a few meals delivered each week. These meal programs are set up for just that purpose. Families can use our meals to supplement their cooking or to provide their families with complete meals throughout the week. Even busy executives and their families use our meal program as an alternative to eating out in restaurants every night. We can deliver a few meals a week, or more as needed, to your home or office. Then all you have to do is take a meal out in the morning, let thaw and enjoy a healthy, nutritious meal at your desk or, if you're lucky, in the comfort of your home later that day.

Are there any incentives to signing up for a meal program?

When someone calls in to set up a meal program, they tell us what kind of ongoing program they are looking for. If they order at least one time per month and the order is more than \$100, we provide free standard shipping.

How can someone place an order?

Call us at 877-51-MAGIC (877-516-2442) and we will customize a plan for you based entirely on what you like, what you can eat and how often you want deliveries. I encourage you to try this new program and see how great it will be for you and your family. There are no commitments and you can start and stop whenever you want. We are always just a telephone call away if you need assistance or if you need to change an order. And always remember that all of our meals are 100 percent guaranteed to your satisfaction!



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YES, CHEF!

Beef & Gorgonzola Stuffed Portabella Mushrooms

4 Portabella Mushroom Caps, with stems removed and cleaned
1/3 cup Olive Oil (this would be a great place to use herb or garlic infused oil)

2Tbsp. Balsamic Vinegar

1 clove Garlic, crushed

Fresh cracked pepper and salt to taste

4 srvgs. MagicKitchen.com Beef Sirloin with Peppercorn Sauce

4-6 oz. Gorgonzola Cheese, crumbled

2/3 cup Italian Style Bread Crumbs

2 Tbsp Grated Parmesan Cheese

4 srvgs. MagicKitchen.com Rice Pilaf or Magic Mashed Potatoes

2 Tbsp. Fresh Parsley, chopped

1. Preheat a grill pan or grill to medium-high heat. Mix the vinegar, oil and garlic in a small bowl. Brush oil on the mushroom caps and sprinkle with salt and black pepper. Place gills side up and grill for 10 minutes.

2. Heat the Beef Sirloin with Peppercorn Sauce according to the package instructions and set aside and keep warm.

3. Finish grilling for 3-4 more minutes on the other side and remove from heat when the mushrooms are soft.

4. Place the Beef Sirloin on a cutting board and cut the meat into strips and set aside.

5. Gently spray a baking sheet with non-stick cooking spray and lay the mushroom caps gill side up.

6. Mix the bread crumbs and the parmesan cheese and set aside. Preheat the broiler to 500°.

7. Place about one ounce of gorgonzola in the bottom of the mushroom caps. Divide the reserved Beef Sirloin strips along with any remaining gorgonzola among the mushroom caps

8. Sprinkle the bread crumb/parmesan mixture over the mushrooms and broil for 4-6 minutes or until the cheese and crumbs are golden brown.

9. While the mushrooms are in the oven, heat 4 servings of the Rice Pilaf or Magic Mashed Potatoes and divide onto 4 plates. Top with 1 mushroom cap each and garnish with fresh parsley. Serve with fresh grilled vegetables.

Recipe created by our very own Mariel Balderas.



GREAT DISCOUNTS AND GIVEAWAYS

Our customers are always asking how they can score great deals and win free meals from MagicKitchen.com. We've got the answer: check out our Special Deals page on our web site

Or [like us on Facebook](#), then start watching your news feed for ways to win.

If you're connecting with us via Facebook, here's how to make sure you see all our great posts and improve your chances of getting great deals and free meals.

1. On Facebook.com, click the Home button on the upper right corner of your screen.

2. Sort the stories by "Most Recent."

3. If you want to see more of our posts, let Facebook know by liking, sharing or commenting on a post.

4. Click on the MagicKitchen link in a post to go directly to our Facebook page and see every post we've made.

5. Click on the Pages Feed on the left to see all the pages you like.



All About Customer Service

We pride ourselves on providing our customers with great service and are always looking for ways to make the process of selecting and ordering MagicKitchen.com meals run smoother. This season, we're rolling out a number of upgrades to make it faster and easier to get your meals. Here's what we have in store.

More Reliable Delivery

Even though we're incredibly proud of our delivery track record, we had a hunch we could make it even more reliable for customers. So this spring, we've made some in-house changes that make it more certain that our shipments will arrive on time, still frozen and correct. And if your order doesn't arrive or you have an issue with it, let us know. We will do everything in our power to set things right.

An Improved Web Site

We're making many changes to our web site to centralize our submission and notification system and make it more user-friendly than it was before. We're also making changes to our backend system that will streamline our administration of orders. Finally, we will be adding PayPal directly into our shopping cart instead of having to place PayPal orders over the phone through the customer service line.



More Attractive Invoices

Our customers love the convenience of getting invoices delivered straight to their inbox. Now, we're updating our format so those same invoices will be easier to read and, well, just plain pretty to look at too.

Green Focus

Early in April we will have implemented a new shrink tunnel technology at our distribution center, which will allow us to eliminate the outer box on coolers being shipped to our customers. This will make the coolers easier to open and there will be less waste from each order you receive.

A new feature is also being added to our website which will allow you to choose to receive or not receive a paper catalog with your order. Watch when placing order for a box just above the gift card feature which will allow you to opt out of getting a catalog with the order. Also we will now be sending only 1 catalog per 60 days if you get regular shipments.

Saturday Surcharge

We have done a review of the Saturday Surcharge and determined that it is best to remove this charge from our orders. The cost for ground service, no matter what day the order is to deliver, will be the same pricing.

