

MORSELS



Spring 2015

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

President's Table

Note to Readers: This issue of Morsels is dedicated to identifying and reviewing the resources available to our customers. These resources are used differently by different customers and most likely not all features and capabilities will be used by any one customer. Understand we are here to serve you and that your support and feedback is extremely important to us. We look forward to hearing from you with your thoughts and ideas.

As we go to press with this issue of Morsels, we were just notified by FedEx that we are one of the finalists for the Fed Ex Business Grant contest that has been ongoing at FedEx. Thank you for your support.

Greg Miller, CEO

Michelle Tayler, MagicKitchen.com President, is now a Registered Dietitian

When you take a bite of your favorite MagicKitchen.com meal, you're probably thinking about how good it tastes, appreciate the fact that it's healthy, and that it only took a couple minutes to prepare. Enjoying well-made food is a satisfying feeling, but there's a lot of behind-the-scenes work that goes into making every mouth-watering meal.

At MagicKitchen.com, there's one person who puts their stamp of approval on every meal, our president Michelle Tayler. Michelle recently became a Registered Dietitian Nutritionist (RDN) after successfully completing a BS in Nutritional Sciences (Dietetics) at San Jose State University, a 1,200-hour clinical, food service & community internship, and passing the registration exam administered by the national Academy of Nutrition and Dietetics.

Becoming a RDN is a rigorous process that requires a significant investment in resources and the journey doesn't end with passing the exam. The Academy of Nutrition and Dietetics requires RDNs to stay current with health and nutrition-related trends by completing at least 75 hours of continuing education credits every five years. Michelle says "It was really important to me to become an RDN to better understand the role diet plays in getting and keeping people healthy".

Michelle Tayler
President

Greg Miller
CEO



*Large, naked
raw carrots are
acceptable as food
only to those who
lie in hutches eagerly
awaiting Easter.*

~Fran Lebowitz

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Resources are available for you at MagicKitchen.com

Useful resources to make healthy living easier

If you're new to MagicKitchen.com or just haven't been on our MagicKitchen.com website much, you might be missing out on some of the many features we've created to help make healthy eating easier. Check out these resources (click on the blue links to go to the page on our website):

How to Start Tab – We've organized our meals in this How to Start guide to make it easy to find your favorite HomeStyle meals or Special Menu meals created for specific dietary needs. Healthy and tasty main courses, side dishes, soups and desserts are just a click away.

Estimate Delivery Time Feature – Use this tool to determine delivery dates utilizing our various delivery methods (Ground or Air services). All you have to do is enter your ZIP code to determine what delivery days are available in your area with regular and expedited meal delivery. From there you can pick the option that gets meals when you want them, when you want them!

Gift Ideas - If you're perplexed about what to buy, look no further than our gift ideas page. With meal suggestions for everything from Mother's Day to New Parent Gifts, as well as Sympathy gift ideas, we have you covered.

Meal Programs - Set up an Auto-Ship Meal Program and have us send you or a loved one meals weekly, every two weeks or Monthly without having to place your own orders. There are no added fees, no contracts to sign, and we even cover the delivery! (For regular orders placed every 30 days or less and at \$125 or more).

Special Deals Page - Every couple of weeks, we change out the deals on this page, so there is always another meal to choose from at a great discount.

Seniors' Discount Page - For seniors, we have a great deal all the time! Use promotional code SN10 to get \$10.00 off any order \$80 and over!

Custom Developed Web Security Suite - Back in 2012, the MagicKitchen.com website became a target for several foreign credit card hacker groups to verify and test out stolen credit cards. Since we felt that there was no truly secure software that we felt comfortable with we had our technical staff build our security suite. The upside is that we have not had any fraudulently used credit cards on our website since that time but one downside is that we can now only accept orders placed within the United States. This new software suite has saved us thousands of dollars and many headaches dealing with chargebacks and disgruntled credit card owners due to fraudulent charges on their credit cards.

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Resources (Continued)

Free eBooks – Got a question about how to eat healthier? Need help planning meals? Or do you have a health condition that requires you to follow a specific diet? Forget about trying to sift through all the misinformation on the web to get your answers. We've created a series of eBooks to help you make healthy eating and healthy living easy to do. Check out these free eBooks: [10 Tips for Senior Health](#), [Gift-Giving Guide](#), [Meal Idea Guide](#), [Advice Guide for Those on Special Diets](#), [Healthy Living Guide](#).

Easy Exercises for Seniors – A healthy diet and regular exercise is important for good health, especially as you age. Being active can help prevent many chronic diseases, aid in weight management, strengthen your bones, and your heart, lungs, and muscles. Check out these easy-to-follow exercises for seniors.

Read Reviews or Submit a Review – When it comes to food, one of the best ways to make a buying decision is to read reviews of what others think. Check out what MagicKitchen.com customers have to say about their favorite foods and convenience of healthy meals that can be prepared in minutes. Like what you had for dinner? Submit your own review and let us know.

Order a MagicKitchen Catalog – Sometimes fiddling with your computer just isn't the same as leafing through a glossy-cover magazine-style catalog. Order the free MagicKitchen.com catalog, and you can savor pages of mouth-watering meals to help you decide what to order.

Articles for your good health. A sampling of the articles is below:

[10 Foods to Boost Your Metabolism](#)
[Tips for Eating Out on a Low-Sodium Diet](#)
[Eat This, Not That to Control Acid Reflux](#)
[Dark Chocolate Good for the Heart](#)
[Three Lifestyle Habits for Healthy Aging](#)
[Keep Your Eyes Healthy](#)
[Tax Tips For Seniors and their Caregivers](#)

New and Upcoming Products

We have a new Chicken Marsala, and a brand new Chicken Fettucine Alfredo on the menu. Other upcoming products include Shepherd's Pie and a new, tantalizing beef dish as yet unnamed.

What are some of your favorite dishes? Let us know what you'd like to see on the menu! Email us at: info@magickitchen.com!



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We are a Finalist!



TOP 100 FINALIST
2015 SMALL BUSINESS GRANT CONTEST

Thanks so much for all your votes! We are a finalist in the FedEx Small Business Grant Contest, and it is because of your loyalty and votes!

FedEx said in their emails, “The top 100 finalists were selected based on several factors including their compelling business stories, product/service offered and votes received. We are impressed and inspired by all of these stories and look forward to getting to know everyone better through the second-round submission.”

Look for the results near the end of April!

Give Us Feedback

When the food preparer in your family makes an amazing dinner, dessert or memorable side dish, your brain captures every detail. Like the mouth-watering aroma coming from the kitchen, the savory taste of the food, the creativity of the recipe, and the memories you made enjoying the meal with your family and friends. At MagicKitchen.com, we know food provides a lot more than just the essential nutrients, eating should be an experience and provide a memorable ambience with the meal.

We want to hear about your MagicKitchen.com experiences. Have a favorite meal? Discovered a new dessert that's compatible with your diet? Made someone's day with a gift of MagicKitchen.com meals? Or do you have a special request for a main course or suggestion to make a great meal even better? Connect with us to ask questions and share your opinions. Here's how:

1. **Email** – Fire up your computer and let your fingers do the talking, and email us at info@magickitchen.com.
2. **Phone** – Pick up the phone and tell us what you think. Our customer service team members love taking these kinds of calls. Just dial the toll-free number 877-516-2442 to get connected.
3. **Facebook** – We update our Facebook page on a regular basis with funny photos, and useful content about healthy eating and healthy living. Like us on Facebook and share your MagicKitchen.com experience.
4. **Online** – If you've totally embraced digital life, submit your comments and reviews about MagicKitchen.com online at www.MagicKitchenReviews.com or www.trustpilot.com/review/www.magickitchen.com

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