



SPRING
Newsletter 2006



How MagicKitchen.com can work for you

- Visit MagicKitchen.com for our selections, directions and inspiration. We have individual items, meal packages and tasty treats.
- Order your meals from our extensive catalogue of chef-prepared items. We offer flavorful options for everyday meals and special occasions.
- Your order will be delivered in a timely manner.
- Store MagicKitchen.com meals in your freezer until required. (This makes meal planning so easy).
- In the morning, take a meal from the freezer and place it in the refrigerator.
- When returning home that evening, heat the meal for 10 – 15 minutes in your oven or microwave or barbecue.
- Serve with a salad and one of MagicKitchen.com's tasty desserts and you will have a healthy meal that is comforting and economical!

It's spring – time to start anew, enjoying new activities, new sports and new, lighter eating. Dust off the winter doldrums with MagicKitchen.com's versatile chef-prepared menu. Our incredible selection of dinner items will bring raves from your family and get you out of the kitchen and into the sunshine. MagicKitchen.com's fresh, healthy meals are ready for you to enjoy every day or on special occasions.

These days most families are travelling on the fast track. There's little or no time to sit down and enjoy a home-cooked meal. We are all busy with work, commute time, sports, meetings and activities that fill up our days. MagicKitchen.com can help make mealtime less hectic and let you enjoy your time with family and friends. If you want a homemade meal but only have minutes to prepare it, MagicKitchen.com is for you!

Fresh Mealtime Menus

MagicKitchen.com's menus have been developed and rigorously tested our new menu selections with you and your family in mind. A myriad of choices are offered from appetizers to desserts, all chef-prepared and guaranteed to appeal to every taste in your family. We continually shop for the freshest ingredients and are always seeking new trends in foods.

Our menus are developed in our kitchens with a professional team, headed by Executive Chef Betty Ewing. The menus are changed quarterly, with regular signature items always available. We even offer a few "kid friendly" items that are sure to please everyone.



Easy Weekend Entertaining With MagicKitchen.com

Simplicity is the key to easy entertaining on weekends at home, at any season. MagicKitchen.com can be invaluable in your meal planning for any occasion. Our entrees and side dishes are easy to prepare and will impress your guests. Let MagicKitchen.com help you spend less time slaving over a hot stove (or barbecue) and more time with your family and guests.



*Delicious
Nutritious
Convenience*

Fuss-free Grilling Ideas for Father's Day

The long, warm evenings of spring entice us to cook more dinners outside on the patio barbecue. MagicKitchen.com offers you some fuss-free options and meal suggestions, especially for those busy weeknight dinners that have to be prepared after a long day at the office and a long commute!



For Dad's special day, treat the whole family to a sumptuous grilled feast. Dad would love a new barbecue too!

Why not try:

- ✓ Grilled Meyer Lemon and Herbs Chicken Breast
- ✓ Glazed Organic Ginger Carrots
- ✓ A fresh, spring tossed salad with your favorite dressing
- ✓ Mexican Rice Pudding
- ✓ Lemonade or Iced Tea



Yes, Chef!

Fresh is Best says Executive Chef Betty



MagicKitchen.com's Executive Chef Betty Ewing has always believed that when it comes to food, fresh is best. With over 30 years experience in the food industry, Chef Betty always knew that the freshest vegetables, meats, seafoods, herbs and spices always bring the greatest results in cooking. MagicKitchen.com's customers can rely on Betty and her staff to provide delicious and varied meal choices, to meet our company's high standards.

About Our Chef: In 1978, Betty started her first restaurant, the Peach Cottage, in Santa Cruz California,

using the vegetables grown in the restaurant's own organic garden and meats, fish and fruit provided by local producers. The restaurant drew raves from the public and food critics. The Santa Cruz news gave her restaurant a three and a half star rating. In 1989, Betty moved on to the Blue Sky Café and Flower Bar in Mountain View, California. Once again, Betty's commitment to providing the freshest and innovative fare brought her a three and a half star rating and more appreciative customers.

In 1993, she founded the El Cajon Project, a successful vocational training program created to serve at-risk youth, 17 to 19 years of age, who benefit from a hands-on learning environment in local restaurants and businesses. This innovative culinary arts training program offers school credits and has helped many young people graduate from high school and begin their careers with limitless possibilities.

Chef Betty Ewing now brings her talent, wisdom and enthusiasm to MagicKitchen.com. She and her team of chefs work together to prepare seasonal foods that offer everyone inspiration, taste and nutrition in their daily meal planning.

"Nutritionally, we have to start making daily changes to improve our physical and mental health. With that, whatever you put in your body must have healthy attributes," says Betty. Well said!

Some Grilling Tips:

- Preheat the grill while you are preparing food inside so you are ready when the heat is on.
- Save steps running in and out of the house by having all your grilling tools, spices, oils and oven mitts by your barbecue, before you start to grill.
- Clean platters for the cooked food and serving utensils should be near the barbecue.
- Location, location, location! Place your patio table away from the barbecue so that your family won't have smoke get in their eyes. Your dining area should be in the nicest setting and have tranquil views for maximum dining pleasure.
- New grilling tools are now available. Colorful silicone Mops help spread sauces evenly and can take the heat. Clean up is easy in your dishwasher.

Outdoor Pursuits

This is the season to venture outside for some fun with family and friends. From a day at the beach to touring the antique markets, MagicKitchen.com has some great take-along picnic meal ideas that will make any outing more fun.

Try these for a healthy, tasty take-along lunch:

- ✓ Parmesan Crusted Chicken
- ✓ Herb and Baby Zucchini Slices in Butter Sauce (organic only)
- ✓ Bread or rolls

MagicKitchen.com's Monthly Menus

Our menus are a combination of proven customer favorites and new seasonal offerings. We visit local markets and vendors to stay well-informed of new products and cooking techniques. Our staff is committed to providing healthy and economic meals for busy families who value good nutrition and convenience. We hope that our seasonal menus will inspire you to try new foods and new recipes.

From Road Trips to Backyard, MagicKitchen.com Makes It Easy!

Escape to the beach or dine alfresco in your own backyard by the pool. Tail-gating parties are fun for the whole family. There are some things that every family should have to dine in style no matter where or when:

- Pretty table covers, placemats and cloth napkins, all in the newest fashion colors, are an attractive and fun way to present your meals.
- There are many pretty styles of acrylic plates and glasses now available. Plastic is a wise choice for poolside use.
- Keep the bugs away with food domes placed over your food to make outdoor dining more enjoyable.
- Attractive trays in acrylic, basket weaves or wood are handy to carry plates, utensils, napkins and drinks.
- When transporting food and drink, coolers are essential. Remember to stock up on ice or ice-packs to keep food safe. Sleek stainless steel coolers or "vintage" 1960's models are perfect to move your food in style.

Some feedback from our customers:

"My wife and I go to garage sales and antique markets almost every weekend. We like to picnic along the way. MagicKitchen.com's meals have been a nice change to our usual sandwiches. We enjoy something different every weekend."

- Hank and Mary, bargain-hunters

At the Cottage with MagicKitchen.com

Getting ready to escape the busy city and getting away from it all? MagicKitchen.com has many menu ideas that travel well and will make your time away from home more relaxing. We have some worry-free meals that will have your family and guests raving and asking for seconds.

What should a considerate weekend guest bring along to a weekend away at a friend's cottage? MagicKitchen.com meals, (along with your favorite wine and flowers for your hosts), will make a favorable impression and ensure any guest will get an invitation to return again and again.

"Our lakeside condo is a few hours drive away from our home. Whenever we get away for a weekend or a longer holiday, I always pack our cooler with our favorite MagicKitchen.com meals. My family enjoys your tasty meals at the lake and I don't have to spend all my time in the kitchen. Thanks for making my holiday a little easier."

- Mom, on the waterfront

All Wrapped Up, for Maximum Flavour

MagicKitchen.com has developed a unique system for packaging our products to ensure maximum flavour and freshness. Our chef-prepared meals are cooked, assembled and packaged and then vacu-sealed to keep freshness and goodness in. When ready to ship to you, all items are placed in special cooler packaging with dry ice to keep food at its peak.

Our products are delivered to you in a timely manner and you place the items in your freezer until it is time to thaw, reheat and enjoy!

For tasty, fast and healthy meal ideas, on the road or at the cottage, try MagicKitchen.com's menu ideas:

Appetizers:

Katrina Hot Wings with blue cheese dip. Just add some celery, carrot sticks or other seasonal veggies. Yumm!

For Breakfast:

Blueberry Lemon Corn Muffins. Heat briefly in the oven or microwave.

For Lunch:

Spinach Pasta. Heat and serve.

For Dinner:

Betty's Bourbon BBQ Baby Back Ribs – hot off the barbecue! Try this with Fresh Cut Corn Medley and a tasty salad.

MagicKitchen.com and the Green Revolution

Cooking healthy, tasty and nutritious meals for our families has always been important. MagicKitchen.com has many tasty vegetable dishes that are flavorful and satisfying. By using organically grown produce and ingredients, our chefs have prepared dishes that appeal to everyone.

For a main course alternative or as a complement to a meat dish, try MagicKitchen.com's menu ideas:

- ✓ Spinach Ravioli in Cream Pesto Cheese
- ✓ Gnocchi with Sun-dried Tomatoes Pesto
- ✓ Carrot Ginger Soup
- ✓ Cream of Celery Soup
- ✓ Asian Green Beans
- ✓ Caramelized Onions

Fundraising with MagicKitchen.com

MagicKitchen.com is committed to helping our neighbors and giving back to our communities. Our aim is not only to encourage healthy eating and time with family, but to promote wise food choices to improve the health of young and old. MagicKitchen.com is actively involved in many fundraising programs for:

- schools
- churches
- sports teams
- special interest groups

For more information on how MagicKitchen.com can assist your fundraising efforts, email info@magickitchen.com.

Meal Packages: Economic, Nutritious and So Easy

MagicKitchen.com's meal packages offer great value and variety. Tasty and varied combinations are offered to customers so that your meal planning is easy and economical. Our sampler package is a favourite! Whatever your taste – from meat lovers to vegetarian, we are sure you will love MagicKitchen.com's meals. Get your family involved in choosing items they love from our extensive selection. Each person in your family could make dinner one night a week (even the younger ones). Our meal packages make it easy and delicious!

Get in Touch

We at MagicKitchen.com want to hear from you. We welcome your comments, questions and suggestions.

Please contact us toll free:
1 – 877-51-MAGIC (877-516-2442)

or visit our website at
www.magickitchen.com

A Recipe for Inspired Season Entertaining

- Plan in advance with MagicKitchen.com menu ideas, meal packages and seasonal ideas. We can help you entertain in style and ease – in your backyard, on the beach, by the pool, at the cottage or on the road.
- Prepare as much as you can ahead of time. Set up your tables, chairs and bar the day before your dinner if possible.
- Set up your table and bar with thought to how your guests will need them. Start with plates and then your food items. For a buffet, present your food items in the order guests will eat them, starting with salads, breads and then onto main courses. Napkins and utensils can be at the end of your table.
- Display your food items at different levels on your buffet table so that your guests can easily reach each item. Make sure that each dish has a serving utensil.
- For your backyard entertaining, choose tables and chairs that are made for the outdoors or covered with materials that can be wiped down easily. Don't limit your imagination to traditional patio sets! Try bringing elements of indoor furnishing outside with sofas and armchairs, either designed for outside use or slip-covered in outdoor fabric. Be adventurous and use a chest of drawers for an outdoor bar.
- Lighting is very important for outdoor entertaining in the evening. Alfresco dining under the stars can be enhanced with many people using outdoor lighting fixtures, traditional patio lanterns, candles in tall hurricane candleholders and outdoor lights to illuminate pathways and special features in your garden.

Values, Vision, and Mission

Vision:

Magickitchen.com wants people to understand and implement how to properly fuel their bodies, consistently eating tasty, healthy meals and to enjoy a healthy life.

Mission:

Magickitchen.com provides delicious, nutritious and convenient meal options for families to eat well at home, while also promoting more quality family time through expedited meal preparation and clean up.

Values:

- Promote and educate our customers on healthy choices for meals, exercise and life.
- Provide top quality, nutritional meal options at fair prices.
- Provide consistent, quality products and exceptional levels of customer service to our customers.
- Stay innovative with technology in the food business.
- Live with passion and have fun!!! ... as well as encourage people to enjoy life and smell the roses along the way.