

Home Meal Delivery: a booming industry, MagicKitchen.com moving toward the forefront

Who has time to cook a homemade meal these days, especially with all the preparation, cooking and clean up required? The Home Meal Replacement Industry (HMR), the industry in which meals are prepared by a third party and made ready for in-home consumption, is currently a multi-billion dollar industry that doesn't appear to be slowing down. According to a recent Roper Starch Poll, 50% of Americans now purchase meals for in-home consumption at least once a week. These trends, coupled with increasingly busy American families, provide great potential for companies in the HMR industry, where meals are made ready-to-eat without the hassle of preparing, cooking and cleaning up.

In 2005, according to findings by McKinsey & Co. a food industry consulting company, the Home Meal Replacement Segment was projected at \$170 billion in annual sales, contributing to 80% of the overall growth in the food industry. Insert MagicKitchen.com, a Los Altos, CA based e-commerce company. Led by seasoned corporate veterans Greg Miller and Michelle Tayler, MagicKitchen.com entered the HMR arena with the ambition and game plan that will lead them to industry leader status. "MagicKitchen.com has quickly emerged as a customer favorite because of unique product offerings which are much easier to have table-ready than the competition, the superior quality of their meals and their superior, intimate customer service," said industry analyst and consultant Ryan Montague, President of Gourmet Business Solutions, an industry consulting company. "In the home delivery segment of the Home Meal Replacement category, they are definitely being innovative."

Since 2005 when the company was created, MagicKitchen.com company revenues have soared, and projections reveal exponential growth figures leading to a larger share of the HMR market-segment. "Despite the fact that the fourth quarter of the year is extremely busy with holiday gifts of food products, MagicKitchen.com is currently realizing 53% growth quarter over quarter from Q4, 2006 to Q1, 2007. Obviously, 2007 will be a banner year for the company and everyone is extremely excited about our success!" says Greg Miller, MagicKitchen.com CEO. Attributed to exceptionally tasty, nutritionally sound, quick and easy-to-prepare meals like those you would have normally worked hours to prepare at home, as well as creative marketing programs and a team of highly-dedicated chefs and industry experts, MagicKitchen.com is emerging as an HMR industry leader and trendsetter.

MagicKitchen.com really is Magic

MagicKitchen.com really does have magic:

- A senior citizen calls on MagicKitchen.com to send much needed prepared meals to family member in dire need during the Christmas Holiday
- A customer re-orders \$100 of MagicKitchen.com's Ricotta Cheesecake because it is "the best he'd ever had"
- Eggplant Parmigiana is hailed as "best ever" by a MagicKitchen.com customer, and "best on the West Coast" by another.
- After trying a MagicKitchen.com product sampler, a customer calls for 12 orders of MagicKitchen.com's signature Panna Cotta to be delivered overnight for a large dinner party, even though alternate desserts could have been ordered locally.

Stories like these combined with the growing number of working couples, busy families with children, and senior citizens with restricted time and ability to prepare quality, nutritious, meals have propelled MagicKitchen.com to astounding sales and continued growth.

To accommodate these groups of busy families, senior citizens, and gift-givers MagicKitchen.com developed pre-packaged, pre-cooked, frozen meals that can be thawed ahead of time and then reheated when needed. This allows for quick meal preparation and a full balanced meal on the table minutes from when the family walks in the door. For example, a senior citizen can place the chosen entrée and side dishes on a plate and microwave it for five minutes or less, creating a nutritious meal without the hassle and mess of meal preparation and clean-up. To start, all it takes is the click of a button on the MagicKitchen.com website, or a quick call on their toll-free number to place an order.

The Magic Difference

Unlike most of the other companies in the booming HMR industry, MagicKitchen.com stays ahead of the competition by focusing mainly on quality pre-cooked meals instead of raw products being shipped to the customer. With pre-cooked products, this allows the customer to eliminate the time and hassle normally required to prepare a quality, nutritious, gourmet, home-cooked meal.

MagicKitchen.com is focused on top-quality, tasty meals starting with top shelf ingredients and skilled chefs. Although nutritious, MagicKitchen.com's offerings are not to be compared with totally bland and boring health or diet food products, often referred to as "hospital food" (i.e. no fat and/or salt).

Senior Citizens, busy families, and gift givers take note: MagicKitchen.com has the solution you may be looking for. Leave the mess behind and give your family or loved ones the meals they deserve with MagicKitchen.com's Chef-Prepared, Gourmet Meals delivered right to your home or business destination.

About MagicKitchen.com

MagicKitchen.com is a rapidly-growing player in the burgeoning home-meal replacement market. Meals are prepared by chefs using quality ingredients, flash frozen, packaged, and delivered to the customer's doorstep. The company actively participates in community fundraising. MagicKitchen.com is headquartered in Los Altos, CA, with kitchen facilities in South San Francisco, Redwood City and San Jose. MagicKitchen.com can be contacted by calling 877-51-MAGIC (877-516-2442), or visiting www.magickitchen.com.

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