



Fall 2007

*MagicKitchen.com's Seasonal Newsletter for the Best in Home Delivered Gourmet Food*

## From the President's Table

**F**eel that chill in the air? Fall is falling upon us, and so is one of the busiest seasons of the year. Don't forget to include us in your weekly meal plans – you'll thank yourself as soon as you've got a boatload of gifts to wrap, or a ton of homework to help with, or a late night out at a kid's soccer game. We've got a ton of ideas in this newsletter to make the autumnal months delicious and stress free!

Such as... a great new bundle to introduce this month – meals for lunch! Your favorite entrees, portioned in lunch sizes, ready to grab and go, and heat up in the microwave whenever you're ready. Forego the fast food and same ol' cafeteria blahs at work, and visit our lunch menu site for your next tasty lunch: <http://www.magickitchen.com/menu/bundles/meals-for-lunch.html>



We have a new feature on our web site that we're really excited about. The Magic Meal Finder is a great way to prioritize your meals by a host of parameters – by low-fat, kid-friendly, low-sodium, etc., and then let us find the meals that suit your needs. Check out the [Magic Meal Finder](#) link under the "What's for Dinner" banner on the left of the home page. And then let us know how you like it!

Happy Dining,

**Michelle Tayler**  
President

**Greg Miller**  
CEO

*Fall is falling upon us,  
and so is one of the  
busiest seasons of  
the year.*



[www.MagicKitchen.com](http://www.MagicKitchen.com)



## Menu Highlights

**W**e've added a scrumptious new seafood dish, Tilapia in Mediterranean Sauce, along with two new side dishes, Buttered Carrots and Spinach Italiano. Our bundles are busting out, with the addition of a Dairy-free, Low-Carb and Low-Sodium and Lunch bundles, along with Sweet Dreams, our amazing all-desserts bundle!



**Our new fall catalog is coming out soon! Sign up for our printed catalog at:**

<http://www.magickitchen.com/newsletter.html#catalog>

or check out our full menu online at:

<http://www.magickitchen.com/menu/menu.html>

## Magic Customers

**W**e'd like to recognize one of our faithful customers in this issue. Kathy Brown in Pahrump, Nevada has been ordering MagicKitchen.com food for quite some time. She found us by searching on the internet, but after talking to one of our founders, Greg Miller (who also answers the phone!), she was sold.

Kathy bought meals for her friends and family – the first purchase was for a friend in need during the holidays, and she just felt like food would be the perfect gift. She went on to buy more "MagicGifts," sending meals for birthdays and even Valentine's Day. It wasn't until she started hearing back from her friends about the delicious food that Kathy decided to try it for herself.

Today, she's hooked on our Beef Teriyaki, the Apple Stuffed Pork Loin, and the Eggplant Parmesan. She also loves our side dishes too, and says that she has been known to serve our Saffron Rice or our Magic Mashed Potatoes along with her own meals. What a great way to cut down on the cooking and shopping! "No muss, no fuss," as Kathy says.

But what really keeps Kathy coming back, she says, is the accommodating and caring customer service. She's been really touched by the personal letters that Greg has sent along with her orders.

**Thanks for being a MagicKitchen.com devotee, Kathy!**





## Q&A

**W**e here at MagicKitchen.com thought that you would like a behind-the-scenes look at the people who make the "magic" happen. This month, we're profiling Greg Miller, CEO and co-founder of MagicKitchen.com:

### *Any early food service jobs that sparked your interest in food?*

When I was in my early teens I worked at a private golf course and started as a cook, then night chef and finally buffet chef. During that 10 year span, I really got to appreciate the business and to understand that everyone has different tastes. After cooking 300-500 meals a day for so many years, sometimes creating a meal for 4 or 5 can be a challenge for me!

### *Why did you want to start this business?*

I really love the food business, and when my partner Michelle and I were looking for a great business, we came up with the idea of chef-prepared, gourmet, frozen precooked meals delivered to the customers' door. At the time (mid-2005) there were not many options available for this kind of service, but we saw the huge potential based on our personal experiences and what we found in the supermarkets locally and across the country.

### *You mention "personal experiences" that made you want to start a business. Can you share?*

Taking care of aging parents was a big factor - moving them from a house to an apartment and then into assisted living arrangements. Eventually both of them passed away, but there were so many challenges along the way. They needed assistance with cleaning and meal preparation, but wanted to maintain their independence as much as possible. I just felt like there needed to be a service that could not only make all of our lives easier, but more fruitful. Also, being busy with a growing family with all kinds of outside activities and a family business makes time for quality meals tough. You can never spend too much time with your kids as they grow up, and so gathering the family around the dining room table has always been valuable in my books.

### *What's your favorite item on the menu?*

Personally I really like our Chicken Pot Pie, our Sliced Turkey with Mashed Potatoes, Fresh Cut Corn Medley and Apple and Sage Stuffing. On the dessert side, I'm a chocolate lover so the Double Fudge Brownies (still frozen) and the Chocolate Ganache Cake are my favorites, though I also enjoy the Panna Cotta as well.

### *What's the most popular MagicKitchen.com item?*

There are many items on the menu that sell very well for us. These include the Eggplant Parmesan, the Chicken Pot Pie, Mashed Potatoes, Blueberry Corn Bread Toaster Cakes, Almond Crusted Salmon, Apple Stuffed Pork Tenderloin to name just a few.

### *Favorite use for a MagicKitchen.com meal?*

I'm not sure I have a favorite use for a meal from MagicKitchen.com. Most times I will use our meals for lunch and dinners, although it has not been unheard of to use some leftovers for a lazy Saturday or Sunday morning as well.

### *Does that mean you have a great recipe for an Apple and Sage Stuffing scramble or something like that?*

Actually, I will literally have dinner leftover for breakfast. I'm that guy who eats cold pizza the morning after the party. I'm also allergic to eggs and don't drink milk, so that's another reason why. And coincidentally, why I'm also a stickler about providing detailed nutritional info on our products for people who have special dietary needs.

### *What's your favorite part about this job?*

I love to hear from customers and try to personally respond to as many customer inquiries as possible. I get phone calls from our customers every day about how happy they are to have found a reasonably priced alternative to going out for dinner, doing take out, or simply just trying to put together balanced meals at the last minute without the right ingredients in the fridge or without the time to properly prepare dinner for themselves or their family. It's the ultimate gratification.



## Yes, Chef!

## Spicy Sweet Potatoes from AllRecipes.com

*Simple, delicious and  
crispy sweet  
potatoes-perfect  
for fall!*

### INGREDIENTS

3 large sweet potatoes, peeled and cut into 1-inch cubes  
2 tablespoons olive or canola oil  
2 tablespoons brown sugar  
1 teaspoon chili powder  
1/2 teaspoon salt  
1/4 teaspoon cayenne pepper

### DIRECTIONS

In a large resealable plastic bag, toss sweet potatoes and oil. Add remaining ingredients; toss to coat. Transfer to a greased 11-in. x 7-in. x 2 in. baking dish. Bake, uncovered, at 400 degrees F for 40-45 minutes or until potatoes are tender, stirring every 15 minutes.

Serves 8



## Gifts Gifts Gifts

'Tis the season to be gift-y! When you're thinking about birthday, weddings or holiday gifts this year, you really can't go wrong with food. You're not only sending your thoughtful wishes, but you're also sending the long-lasting gift of time saved. Our new on-line gift page can help you find the perfect meal combination to suit any celebration. And don't forget other special occasions. MagicKitchen.com makes a perfect gift for new parents, new homeowners, or new college students. Log on to <http://www.magickitchen.com/food-gifts.html> to start the easiest gift shopping you've ever done!



## Thinking Thanksgiving

Is thinking about Thanksgiving giving you a headache already? Think MagicKitchen.com instead. We're going to have a sumptuous feast ready for you and your gathering to gobble gobble – no matter the size of the crowd. Watch the web site for details on ordering your Thanksgiving meal for 2 people or 20!

Should you be interested in our Thanksgiving package details when they come out, you can also contact us at [info@MagicKitchen.com](mailto:info@MagicKitchen.com) or toll free at 877-516-2442 to be on the list to receive this information



## Easy Fundraising with MagicKitchen.com

*Is your child on a team, or in a club, that will be doing a fund-raising drive this year? Give a thought to our fundraising program! We at MagicKitchen.com believe in giving back to our community. Let us help you develop ways to raise funds for your local school, church, children's program or sports team. For information on*



*fundraising with MagicKitchen.com, simply click on the Fundraising link on our home page to review our fundraising page.*



*Or e-mail us at: [info@magickitchen.com](mailto:info@magickitchen.com) or call toll free: 1-877-51-MAGIC (877-516-2442).*