

MARSELS



Summer/Fall 2009

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

From the President's Table

We all know times are tough – if you haven't been hurt by this economic downturn, we bet you know someone who has. And yet, we don't often think about what these hard times mean for families across the nation. Nor do we realize that these hard economic times have made it a struggle for many Americans to put good, nutritious meals on the table.

Fortunately, fall is the season to give thanks for what we have and also to give back to those in need whether you give the gift of time and support or the practical gift of a good meal. If you are among the fortunate, we encourage you to give a friend or family member in need one of our gift packages (see page 3) this fall. The gift of good health and satisfaction surpasses all else. Whether you order them a belly warming soup, a hearty main or a meal bundle that will feed their family for days, they'll appreciate the gesture more than you know.

We at MagicKitchen.com are choosing to give back in a new way as well through our new partnership with Graham's Foundation (see page 4). And as always, we're giving back to you with new menu options (see page 4) and plenty of dishes to help your Thanksgiving dinner go smoothly (see page 2).

Happy Dining,

Michelle Tayler
President

Greg Miller
CEO



*Autumn burned brightly,
a running flame through
the mountains, a torch
flung to the trees.
~Faith Baldwin*



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Customer Spotlight

James Speichinger and his wife live in Atlanta and have been loyal MagicKitchen.com customers for more than a year. The retirees have even ordered meals to enjoy on vacation. Here, James explains why MagicKitchen.com has become an essential part of their life.

Why did you decide to become a MagicKitchen.com customer?

We've been through several meal programs and we never found one that was really to our liking in terms of flexibility. MagicKitchen.com was the most flexible in the combinations you could order that we could find. My wife has severe dietary restrictions so we were able to select meals that are low in calories and low in salt. We are very selective when we buy but we like that we have that option of flexibility with MagicKitchen.com.

How often do you enjoy meals from MagicKitchen.com?

During the last year and a half, I order [meals] about every other week and probably 14 or 15 servings in each order because some of the meals are packaged with two servings.

What has made you into such a loyal MagicKitchen.com customer?

I do like to give kudos to the people that I have dealt with. I find them very friendly, accommodating and customer focused and you don't find that very much anymore. The other thing is the quality of the food. It is good quality food and the price is comparable to other services.

What dishes do you like best?

We like the artisan flatbreads. For bigger meals, we love the prawns and my wife loves the red snapper and the tortellini. She always has a hard time saying which one is her favorite. And there is a new one that is delicious, the crab cakes. I think we were the first customers to try them. We've ordered them two or three times and they're great.

What's this about ordering MagicKitchen.com meals on vacation?

We just came back from California. We spent ten days out there and I called and said I'd like to have the meals delivered to a residence in California for a certain day. They arrived on that day and that could be easily prepared and that were also good Dietary meals. We went out some, but we had meals to prepare in when we wanted to. I've done this with other companies and one company we had lots of issues and others the meals were nowhere as good as MagicKitchen.com.

Thanksgiving Turkey Alternatives

We know it's hard to believe but not everyone loves Thanksgiving turkey. Fortunately, we've got plenty of alternatives on the menu this year to meet the preferences of all your guests. This year, consider ordering our tender almond-crusted salmon and our new crab cakes for seafood lovers or our thick-cut Hickory Smoked Ham to stand in for the traditional Thanksgiving Centerpiece.

Of course, if you love turkey, don't worry. We'll still have our traditional turkey dinner on the menu for everyone else. After all, we couldn't get rid of a classic.

Serving You Sides

We understand if you want to make the turkey your way. If that's the case, let us ease the burden of hosting Thanksgiving dinner by providing you with the side dishes. We promise you won't miss the extra work or the extra pots and pans at clean up after dinner for that matter. Here are a few sides worth ordering from MagicKitchen.com:

Not Your Average Stuffing

Trade your boxed stuffing for our from-scratch Apple & Sage Stuffing this year. It takes just five minutes to prepare! And, the flavor's far superior to that of a boxed mix thanks to ingredients like gourmet wheat bread, spices, fresh applesauce, sage and freshly diced and sautéed onions and celery.

Potato Magic

We don't like to brag but our Magic Mashed Potatoes can transform a holiday meal. We make this perennial Thanksgiving side from fresh, boiled Yukon potatoes, milk and a secret spice blend that your guests are sure to love.

An All American Dessert

Nothing is as all American as our Apple Pie. Our cinnamon-laced recipe will win you over with its flaky crust and tart filling. All you have to do is heat it and serve – why not à la mode?



The Gift of Good Eating

The next time you're seeking a gift for that special someone skip the trip to the mall: MagicKitchen.com's food gift packages let you give the gift of good eating without the hassle of shopping. There's a package for every preference and dietary need from gifts for comfort food lovers to those catering to vegetarians. Here's a small taste of our offerings; check out the full roster of gift packages at www.magickitchen.com/food-gifts.html.

For the New Parent

When new parents bring their little one home from the hospital, there's nary time to cook. Arm them with nutritious, easy-to-prepare meals by gifting them our New Parents Gift package. You have a choice of a 2 or 7-day meal package with dishes that include Pesto Lasagna with Red & White Sauce and a walnut-studded Carrot Cake for dessert. When they're up late with their new baby, at least you know they'll be well fed.

For the New Neighbor

There's no better way to welcome new folks to the neighborhood than with a delivery from MagicKitchen.com. Our New Home Gift package includes three days of dinners and dishes like Smoked Hickory Ham and Turkey Breast with Gravy, Magic Mashed Potatoes and Apple & Sage Stuffing.

Congratulations Gift

Reward your college student, colleague or deserving friend for a job well done with our Congratulations Gift package. The gift recipient will feel instantly recognized when they dig into meals of Chicken Ana Luisa and celebration-worthy Chocolate Ganache Cake.

Corporate Gift Package

Our gift packages make great work gifts too – particularly our Corporate Gift package, which includes four days of meals. New clients are sure to enjoy meals of Chicken Kiev, Beef Ribeye Steak and U-Bake Apple-Raisin Strudel.

Elderly Parents & Family

Seniors appreciate a gift of easy-to-prepare dinners, and we have a separate menu for those with special dietary needs or even a healthy Thanksgiving Dinner from our Home Style menu.

Not sure which gift package fits the recipient best? Consider purchasing a gift certificate so they can select a gift that suits their cravings; just visit www.magickitchen.com/gift_certificates.html. And remember, gift certificates also make great corporate gifts. We're happy to work with you to create gifts that suit your needs and budget – and we'll even include corporate branding if you wish.

Ready Made Recipes!

On days when you don't know what to do for dinner, head to MagicKitchen.com's just-unveiled recipe section. We're adding new recipes all the time.

We'll instruct you on how to turn the Smoked Chicken into a zesty salad. You'll find step by step instructions for turning our Corn Medley into a basil-laced side salad, and a handy recipe that transforms our Cheese Tortellini in Mediterranean Sauce into a belly warming soup.

Ready to get cooking? Try our recipe for BBQ Bean Wraps today:

BBQ Bean Wraps- Serves 6

One 4-serving order of MagicKitchen.com BBQ Beans with Hickory Beef
1 tomato, diced
1 cup shredded lettuce
1 poblano chile, roasted and sliced
6 large flour tortillas
1 cup sour cream
1 cup salsa

Warm the beans through according to instructions. Meanwhile, wrap the tortillas in foil and warm them in a 350 degree oven for approximately ten minutes.

Place a tortilla on each of six plates. Distribute the beans evenly atop each of the tortillas. Let everyone garnish their wrap as desired with the tomato, lettuce, chile and sour cream.



Menu Updates

Whether you're a veteran MagicKitchen.com customer or a newcomer to our program, we're sure you'll welcome our newest menu items. They'll add variety to mealtime and hours back onto your life. Read on for a taste of our newest dishes:

Better than Ever Meatloaf

We're excited to introduce our new meatloaf. We mix extra lean beef, pork, diced onions, garlic and celery to make our meatloaf moist and extra flavorful. Then we give it all a tangy ketchup glaze to make it truly one of a kind. Try this new dish with our Broccoli and Cauliflower with Cheese Sauce and Carrot Cake for a complete comfort food meal.

Classic Crab Cakes

We had no idea how much our clients loved crab until we unveiled our new crab cakes. We make this Chesapeake Bay delicacy by hand with domestic jumbo lump blue crab meat, handmade white bread crumbs, fresh parsley and subtle spices. Serve these at your next cocktail party and your guests will be begging you for your secret recipe.

Best Baked Beans

When you add brown sugar, onions, garlic and tomato flavoring to white beans, then slow cook them and toss in large pieces of smoked hickory beef at the end, you get our newest side. Our hearty BBQ Beans with Hickory Beef dish has left clients clamoring for more.

Also to come are beef brisket, chocolate chip cookies, a new sliced turkey, and many other new items!

We're Giving Back

When the founders of Graham's Foundation, Nick and Jennifer Hall, asked MagicKitchen.com to help them with their charitable foundation for micro-preemie babies, we knew we couldn't say no.

The Halls know firsthand the roller coaster ride of emotions and challenges that having and raising a preemie baby bring; they experienced the struggles themselves when their twins Graham and Reece were born at just 25 weeks gestation. Reece survived after 4 months in the Neonatal Intensive Care Unit (NICU) but the couple lost Graham after just 45 days. Today, the foundation that carries his namesake seeks to ease the burdens of micro-preemies parents by providing care packages that offer practical and emotional support during parents NICU stays.

Since June, MagicKitchen.com has donated a \$40 gift certificate for each package Graham's Foundation sends out; to date, they've sent approximately 120 certificates to new preemie parents. "After spending time face to face with Nick Hall, Graham's father and co-founder of Graham's Foundation with his wife Jennifer, I felt the overwhelming compassion and also the passion behind the foundation," says Greg Miller, CEO of MagicKitchen.com. "To hear the stories of what families with micro preemie babies go through after birth is heart-wrenching. I felt that MagicKitchen.com had to assist however we could and that is the reason that we jumped on the bandwagon with both feet. We have heard great things from parents involved with the foundation and it gives us great personal satisfaction to proactively assist families like this when even they don't know themselves what they will need or what to expect over the coming months after the micro preemie is born. Our heart goes out to all parents of micro preemie babies!"

