

MARSELS



Fall 2010

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

President's Table

There's a chill in the air and the leaves are already starting to turn crimson and gold. With those subtle shifts, fall arrives and marks the start of the busiest season of the year. Between kids going back to school, holiday parties and extra-long to-do lists, we at MagicKitchen.com know it's easy to become overwhelmed between now and the New Year –and even more challenging to find time to prepare tasty, nutritious food for your families.

That's why we're committed to providing you with a full, fresh menu of chef-prepared meals for every occasion from Monday night dinner to your Thanksgiving feast. Our meals can help you create an impressive holiday buffet, put on a festive office party or simply feed your family well throughout the week with no stress on your part. And speaking of family meals, this fall we're proud to unveil a new lineup of meals designed especially for families (see page 4).

And don't forget – our meal packages also make great gifts (see page 4 for ideas) whether you're looking for a something for a coworker, a friend that just had a baby or a thoughtful gift for an aging parent.

Happy Dining.

Michelle Tayler
President

Greg Miller
CEO



*"Just before the death of flowers,
And before they are buried in
snow,
There comes a festival season
When nature is all aglow."*

- Author Unknown



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Getting Ready for the Busy Season

Between the kids going back to school and holiday trips piling up, you're likely feeling the strain of the busiest time of the year. With all those obligations, it's easy to let cooking healthy nutritional meals fall off your daily to do list. The solution? Let MagicKitchen.com make mealtime easier this season by delivering you easy to prepare dinners such as elegant Almond-Crusted Salmon, tasty Chicken Ana Luisa and finger lickin BBQ Baby Back Ribs to help you feed your brood. Place your order now and you'll have meals ready to go the next time soccer games, homework, and holiday shopping deter you from getting dinner on the table on time.

Going Gluten Free

According to the National Digestive Diseases Information Clearinghouse, celiac disease affects more than 2 million people in the United States, which accounts to about 1 in every 133 Americans. Celiac disease is a digestive disease in individuals who cannot tolerate gluten and requires individuals to eliminate gluten from their diet entirely.

Over the years, MagicKitchen.com's chefs have become sensitive to the dietary needs of those with celiac disease and gluten-sensitive diners and created gluten-free meals designed especially for them. Now we've gathered all the meal options under one menu, making it even easier for customers to find safe and satisfying meals through our web site. Check out the options at <http://www.magickitchen.com/menu/glutenfree.html>. We think you'll love our French-style Beef Bordelaise, Crustless Quiche Twin Pack and our delightful U-Bake Pecan Chew Cookies.

Feeding Your Loved Ones

Our meals are great for busy individuals and families but they are also ideal for aging relatives and friends as well. Whether those individuals can't make the drive to the grocery store or don't like to cook for one, MagicKitchen.com can fill their freezer with fresh meals to reheat on a moment's notice. And don't forget, we have options for aging friends and family members who follow special diets as well. We have meal options for diabetics, vegetarians, lactose-intolerant individuals and more.





Introducing our Thanksgiving Feast!

Whether you need a huge spread to feed a crowd or are looking for holiday dishes to send to family in need (like your culinary-challenged, college-aged son who couldn't make it home for the holiday), MagicKitchen.com can help you create a delicious, personalized Thanksgiving meal.

For Special Needs Guests

We're betting your guest list contains at least one diner with special dietary needs, whether they have food allergies or don't eat meat. Don't fret: MagicKitchen.com's supply of special meals will help you feed those guests with ease. For vegetarians, we've got plentiful veggie-focused dishes like our Fire Roasted Vegetable Encroute; for lactose-intolerant guests, we offer dairy-free meals like our slow-cooked Beef Brisket. And for anyone avoiding gluten, we've got a full lineup of dishes including our Stuffed Chicken Breast Ana Luisa and our creamy Scalloped Potatoes.

For Non-Traditionalists

We know it's hard to believe but not everyone loves Thanksgiving turkey. Fortunately, we've got plenty of alternatives to help you meet the preferences of all your guests. This year, consider ordering our tender Almond-Crusted Salmon and our sought-after Crab Cakes for seafood lovers or our nicely marbled, oven-ready Prime Rib Roast to stand in for the traditional Thanksgiving centerpiece. Of course if you love turkey, we'll still have our traditional turkey dinner on the menu for everyone else. We'd never get rid of a classic.

For the Side Dish-Obsessed

If you've got the turkey covered but don't want to deal with the rest of the menu, let us ease the burden of hosting Thanksgiving by sending you a series of delicious side dishes.

We think you'll love our scratch-made Apple and Sage Stuffing, signature Magic Mashed Potatoes and French Green Beans with Mushroom Cream Sauce.

For the Sweet Teeths at the Table

End your holiday meal on a sweet note by letting MagicKitchen.com supply you with decadent desserts. Our new Pistachio Panna Cotta (available on a limited basis) will impress guests, while our new Pecan Pie goes perfectly with a glass of after-dinner coffee. Chocolate lovers will appreciate our dense, chewy Double Fudge Brownies and heavenly Chocolate Ganache Cake. And nothing is as welcome on Thanksgiving as our cinnamon streusel-topped Dutch Apple Pie. We recommend serving it à la mode.

Yes, Chef!

Warm Potato and Ham Salad

Serves 8

3 pounds medium (2 to 3 inch) red boiling potatoes, scrubbed well and halved
5 slices thick-cut bacon, roughly diced
1 (2-serving) order MagicKitchen.com Hickory Ham Slices, cubed
2 celery ribs, cut into ¼-inch dice (about 1 cup)
½ cup finely chopped sweet onions, such as Walla Walla or Vidalia
½ cup finely chopped sweet gherkin pickles
3 tablespoons extra-virgin olive oil
7 tablespoons distilled white vinegar
2 teaspoons granulated sugar
1 teaspoon Dijon mustard
1 ¼ teaspoons salt
½ teaspoon freshly ground black pepper

Bring a large pot of water to a boil. Add the potatoes and cook over medium heat until tender when pierced with a fork.

Line a plate with paper towels. In a heavy 12-inch skillet, cook the bacon over medium heat, stirring occasionally, until crisp, about 8 minutes. Using a slotted spoon, transfer the bacon to the paper towel-lined plate to drain. Reserve the bacon drippings in the skillet.

In a large bowl, combine the bacon, ham, celery, onions and pickles.

Warm the bacon drippings in the skillet over medium-high heat. Add the olive oil, and then whisk in the vinegar, sugar, mustard, salt and black pepper. Cook the dressing, stirring occasionally and scraping up the brown bits from the bottom of the skillet, until warm, about 30 seconds. Immediately pour the hot dressing over the potato salad and toss to coat. Serve immediately.



For the Absent Holiday Diner

Between school and work obligations (not to mention the rising cost of airfare), we realize not everyone will be able to join you at your table this year. Fortunately, MagicKitchen.com makes it possible to ship special holiday meals to loved ones who can't be there in person. Send your college senior (and his roommates) or your favorite relative an order of Turkey Breast with Gravy or an alternative Thanksgiving meal substitute. For solo diners like aging parents or grandparents, send our nostalgic Apple and Sage Stuffing or our tender-crust Apple Pie as accompaniments with the meal to give them a taste of old holiday favorites. Thanks to MagicKitchen.com, even family and friends who can't join you at your table can eat well this year.

The Perfect Holiday Gift

This season, skip the mall and give the individuals on your gift list something truly unique: the gift of good food. MagicKitchen.com's gift packages are perfect for family and friends but also great ideas to gift employees and corporate clients. There's a package for every preference and dietary need; get a taste of our gift package offerings at www.magickitchen.com/gifts.html and our corporate gift options at www.magickitchen.com/menu/food-gifts/corporate-gift-package.html. Still can't decide on a package? Our gift certificates are great for people you don't know well or who would prefer to select meals on their own.

We're Getting Bigger

We took it as a good sign that our family-size Chicken Pot Pie became a top seller. So, we've begun introducing more family-size meals to suit our client's needs. The new meals will be available over time and are perfect for special occasions from family birthdays to Sunday night suppers when the whole crew is in town. Enjoy our new and improved meals at home or send them to friends and family as a gift. And as always, let us know if you have ideas for family-size meals you'd like to see us add to our lineup. We're always eager to listen.

