

MORSELS



Fall 2016

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

President's Table

You hungry? That's what Michael Phelps probably said to his teammates after wrapping up the 2016 Olympics with five gold medals, a silver medal, and more records than any other swimmer in history.

The legendary swimmer also has a legendary appetite. But in his comeback to compete in the 2016 Summer Games, he changed his eating strategy to eating more lean meats, fish, leafy greens, and plenty of fruits and vegetables.

And that's an eating plan that can work for a lot of people.

So we organized our own kind of Olympics. We recruited some top-talent chefs. Then we sent them to the test kitchen to dazzle your taste buds with some serious combinations of flavor and healthy foods. And the results were nothing short of mouth-watering madness.

But that's not the only thing you'll find in the fall Morsels newsletter.

It's time to start thinking about holiday gift ideas. We've got everything you need to serve a stress-free Thanksgiving meal. (Yes, the holidays are just around the corner.) See page 4 of this newsletter for Thanksgiving ideas for yourself or for the gift of Thanksgiving for others.

You hungry? We hope so. Here's to celebrating another season with good food, family, and friends. Enjoy.

Michelle Tayler
President

Greg Miller
CEO



"The season for enjoying the fullness of life -- partaking of the harvest, sharing the harvest with others, and reinvesting and saving portions of the harvest for yet another season of growth."

-Denis Waitley

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Sample the New MK Signature Meal Selections

So maybe you're not planning on eating 12,000 calories in a day like Michael Phelps did at one point during his swimming career. Most people shouldn't. In fact, read any food label, and you'll see it's based on a recommended 2,000 calories a day for the average adult.

But not all calories are created equal. If you want to improve your diet and your health, and you need a little more variety in your meal plans, skip the drive-thru and take a look at our new MK Signature Meals.

Our new MK Signature Meal menu is our Premium line of Complete Meals, hand-prepared by our chefs.

You'll find things like Tilapia with Miso, Ginger & Black Beans, an omelet with sweet potatoes and broccoli, and flavorful salmon dishes like Salmon & Vegetable Linguini. These are just a few of the new items on the MK Signature Meal menu. Take a look and you'll find many more mouth-watering additions. Some of the great new meals included Beef Bourguignon with Brown Rice & Broccoli, Beef Stroganoff with Mixed Vegetables, and Tilapia & Rice Pilaf with Mushrooms and Artichoke Hearts. You won't be disappointed!

Our team of top chefs has seasoned, marinated, and cooked every new MK Signature Meal beef dish to tender-cut-it-with-a-fork perfection, and the seasonings on the tilapia dishes elevate the fish to new heights.

Try our new MK Signature Meal selections. Healthy never tasted so good.



Website Upgrades to Improve Shopping Experience

If you own a smartphone or computer, you've probably seen those pop-up reminders that an upgrade is available. It's just part of keeping technology current. Sometimes the upgrades are behind-the-scenes techy-stuff that you don't really see. And sometimes those upgrades improve the design, function, and user experience.

And that's what we're doing to the MagicKitchen.com website. We're currently working with our tech team to upgrade our website, make it more mobile-friendly, and ultimately make it easier for you to pick your favorite meals, place your order, and start enjoying all our MagicKitchen.com meals made from fresh ingredients. Shop, click, yum.

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Need Gift Ideas? Healthy Meals Make a Difference

A birthday, or special occasion comes along. What should you get that special someone? A family member or friend is facing a struggle, and you recognize they could use a gift to ease their burden. Someone is celebrating a special event, and you want to recognize the milestone in their life with a gift.

Chances are pretty good you've found yourself in this situation at some point. And sometimes it's tough to find meaningful gifts. You could fight traffic, wrestle your way through the crowd, and try to find something on a department store shelf to let that special someone know you care. That might work if you can hand-deliver the gift, or have time to package and ship it.

But if you want to give a more meaningful gift, and something that will make a difference in their lives, consider giving the gift of MagicKitchen.com meals. Think about it. Most people eat three meals a day, and that's a lot of prep time in the kitchen. Some people have special dietary needs that make meal prep that much more difficult. Some families have picky-eaters that can turn mom or dad into a short-order cook to please everybody. And then there's on-the-run college students and busy professionals who often struggle with eating healthy while meeting all their other obligations.

If you need gift ideas, giving people a healthy meal can help them in many ways. Sure, there's the nutritional benefits of MagicKitchen.com meals made from fresh ingredients. But give someone a healthy and easy-to-make meal, and you'll also make their lives a little easier, reduce the what's-for-dinner headache that happens every night, and make kitchen clean-up a cinch. That's a gift that is going to have a direct benefit to the people you care about.



Deals for Our Loyal Customers

Everybody loves free shipping, right? When we send you your MagicKitchen.com order, it's packed in dry ice and arrives in rapid time, so you can move those meals to your freezer and enjoy later.

And when you place your first order for \$100 or more, you'll get free delivery. And that's pretty awesome. But our free-shipping offer doesn't stop there. If you place an order with us either online or by phone within 30 days of your prior order for \$125 or more, we'll keep waiving the shipping fees. Pretty cool, right? Literally... your order is packed in dry ice.

You can also set up a recurring order, and we'll ship you what you want once a week, once a month, or whatever works for you. If you're trying to eat healthier or have a special needs diet to follow, planning your meals with MagicKitchen.com makes it a lot easier to eat right to manage your weight or a specific health condition.

Want free shipping and a freezer stocked with healthy meals? Place your order online or give us a call at 877-516-2442 to talk about our Free Delivery Meal Program.



Give The Gift of Thanksgiving To Family & Friends

Be a Thanksgiving hero! Over the years, we've delivered many Thanksgiving meals to your loved ones that weren't able to be with their family for the holiday. We've heard stories from so many of you how the simple delivery of a HomeStyle Thanksgiving meal helped make the holiday more meaningful for that special someone. We want to help you make that delivery simple for you – Check out our Thanksgiving packages (for 1-2 servings or 4-6 servings) with all the HomeStyle fixings including mashed sweet potatoes, cranberry-orange sauce & aromatic Apple & Sage Stuffing, or Contact us to customize a package!



Thanksgiving Thoughts

Go ahead and try to shrug it off. The holidays aren't really around the corner, are they? Take that route and you might end up realizing you've got a 20-pound frozen turkey in the freezer on Thanksgiving Day, and a long list of guests already on their way for the big meal.

Thanksgiving might be a whole two months away, but it's never too early to start planning for the feast. If you want a trouble-free, easy-to-make, easy-to-clean-up, and traditional Thanksgiving meal with all sides, fixings, and desserts, we can help.

And if you want to cook a turkey on your own, that's fine, too, just remember it probably needs a couple days to thaw. Let us help you with the rest of the meal.

Want help planning your Thanksgiving meal? Add your info to our email list and we will let you know when the Thanksgiving packages are available to order. Then we'll put our team of pro chefs to work to get all the food delivered in time to celebrate Turkey Day.

Easy meal prep. Easy clean up. And all the right holiday foods. That's how you celebrate the Thanksgiving holiday with family and friends.