

MARRSSETS



Holidays 2010

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

President's Table

It's about that time of year when the stresses of the season start to build and our to-do lists begin to stretch for pages and pages – with no end in sight. The pressure of pulling off a pleasurable, perfectly executed holiday at home is growing and you're at the center of all the planning.

We can't promise to take everything off your plate (we don't deal in holiday decorations, after all). But we at MagicKitchen.com can meet all your meal needs for the holiday season and beyond.

We believe our chef-prepared meals serve many a purpose this season; they'll supply you with meals for your office lunch, yield the fixings for a holiday feast and provide ready-to-heat meals to serve when you're too tired to cook after hours spent gift shopping at the mall. MagicKitchen.com classics – like our Magic Mashed Potatoes – make for comforting winter meals and dishes like our hearty Sliced Turkey with Gravy and traditional Apple & Sage Stuffing are great gifts to send to your loved ones, particularly if they can't join you for the holiday festivities this year.

We've also unveiled a selection of new dishes that make it even more enticing to dine with MagicKitchen.com this year. We're proud of new offerings like our Boneless Beef Short Ribs, stuffed turkey breast in puff pastry (Turkey Breast en Croûte) and family-size fruit pies; to name just a few. These dishes are downright delicious and we know you'll think so too.

Michelle Tayler
President

Greg Miller
CEO



Thanksgiving dinners take eighteen hours to prepare. They are consumed in twelve minutes.

Half-times take twelve minutes.

This is not coincidence.

~Erma Bombeck



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New Dishes for your Holiday Table

Just in time for the holidays, we've developed a slate of new menu items for our eager customers. Our chefs have worked tirelessly to develop new dishes that are perfect for weeknight suppers and special occasion feasts with family and friends. Here are just a few of the fantastic dishes we're sending your way this season.

Boneless Pork Chop & Diced Apples

We believe pork and apples are a match made in heaven, and nowhere is that so obvious as in our new porky main. We marinate boneless pork chops in apple juice to guarantee delicious, tender meat and then complement those chops with a garnish of fresh diced apples. The combination is sure to set your mouth watering.

Boneless Beef Short Ribs

Our chefs slow-cook boneless beef short ribs in their own juices with just a touch of seasoning to heighten their beefy flavor. There's really no need to say more: this special occasion meal is simply delicious.

Apple Almond Chicken Leg

We thought it was time chicken legs got a makeover. So our chefs filled boneless, skin-on chicken legs with a crouton, apple and almond stuffing to give the poultry staple new life at your dinner table this season.

Chicken Breast - Times Two!

Our chefs have improved boneless, skinless chicken breast in two of our newest menu items. For our Chicken Da Vinci, they've stuffed the breasts with spinach and Gruyere cheese and wrapped each breast in buttery puff pastry. Our unique Chicken Breast Montrachet also relies on the stuffing technique. This time, the chefs filled the breasts with creamy chèvre, pine nuts and fragrant basil to create a savory, Italian-inspired dish.

Turkey Breast en Croûte

By the time you're through with Thanksgiving leftovers, turkey breast can start to feel a little tired. We're making an argument to extend its season with a cranberry stuffing and flaky, puff pastry crust. Think of this gourmet entrée as an easy-to-prepare treat for you or a gift for that special someone who can't join in the holiday celebrations this year.

Family-size Fruit Pies

When the whole family descends on your doorstep this winter, we've got just the thing to toss in the oven: our new, family-size pies. Our streusel-topped Dutch Apple Pie, nutty Pecan Pie and jammy Raspberry-Rhubarb Pie are the best ways we know to start their visit off on the right foot.

Pistachio Panna Cotta

Customers have long loved our Raspberry Panna Cotta so we thought it was time to give the Italian classic another spin. In our new Pistachio Panna Cotta, pistachios lend the creamy, custard-like dessert a nutty flavor that keeps us spooning up bite after bite.





A Helping Hand

In this era of grab-and-go dining few of us find time to eat scratch-prepared meals — especially during this busy time of year. Fortunately for those of us bogged down with holiday to-do lists, MagicKitchen.com's home meal replacement service brings chef-prepared meals to your doorstep. Whether you need to fill your freezer with Monday night suppers or seek a special dish for your Thanksgiving gathering, we've got you covered. Here are just a few of the ways we're ready to help.

Everyday Eating

With an extensive menu of tempting dishes like our Boneless Beef Ribs and Classic Eggplant Parmigiana, MagicKitchen.com brings the excitement and ease back into eating well. We'll deliver ready-to-heat meals to your doorstep that are preservative free, made with high quality meats and primarily from organic fruits and vegetables.

Special Diet Guests

After you learn the dietary restrictions of your holiday guests this year, we can help you fill the table with appropriate dishes for each one. We've got menu options for everyone from diabetics to gluten or dairy intolerant individuals. You won't have to lift a finger cooking and they'll eat well without worrying that the food isn't safe for their dietary needs.

Holiday Fun

Before long, talk will turn to tinsel, turkeys and to-do lists filled with food-related items. Whether you need side dishes like Magic Mashed Potatoes to bring to the company potluck or a full feast for your holiday party at home, MagicKitchen.com can provide a full menu of options and reduce your stress this season.

Thanksgiving Meals Delivered to your Door

Don't delay! Thanksgiving is just around the corner and we've got a great menu of both traditional and non-traditional meals to send your way this year. We've got meals to feed a crowd or an intimate group of family and friends as well as options for the solo diner (a serving of Turkey Breast with Gravy) and the sweet tooth (our cinnamon-scented Apple Pie).

New this year, we also offer a bucket of Turkey Gravy, Family-Sized Cranberry Sauce (made with whole cranberries), or a half-dozen rolls-look in our Side Dishes Section.

Our last day to place Thanksgiving orders is November 19 for 3-day delivery, so click on over to MagicKitchen.com now.

Yes, Chef!

BBQ Chicken Leg & Potatoes

The barbecue sauce we use to dress up our hickory-smoked BBQ Chicken Leg entree is also a tasty pairing for potatoes tossed with butter and zesty spices.

Makes 4 main course servings

1 ½ pounds red or white new potatoes, peeled and cut into 2-inch cubes
1 tablespoon unsalted butter, melted
1 tablespoon vegetable oil
½ teaspoon dried rosemary
½ teaspoon onion powder
¼ teaspoon garlic powder
Salt and freshly ground black pepper
1 (4 serving) order BBQ Chicken Leg

1. Line a baking sheet with tinfoil. Lightly grease the tinfoil with nonstick cooking spray. Preheat the oven to 375 degrees and arrange a rack in the middle of the oven.
2. Combine the potatoes, butter, vegetable oil, rosemary, onion powder and garlic powder in a large, resealable plastic bag. Shake the bag until the potatoes are thoroughly coated.
3. Arrange the potatoes in the prepared baking pan in a single layer and sprinkle with salt and pepper. Bake until the potatoes are fork-tender and nicely browned, about 45 to 55 minutes.
4. Meanwhile, prepare the BBQ Chicken Leg according to the heating instructions. Divide the potatoes and chicken among 4 dinner plates and serve immediately.



Customer Spotlight- Carol Cusey

Hometown: Southern California

MagicKitchen.com customer since February 2009

Why do you order meals from MagicKitchen.com?

I have health problems and it was a wonderful decision to order meals from MagicKitchen.com. I have hypertension and now I've been diagnosed as pre-diabetic. I originally started ordering meals to help me watch my sodium intake and now I am watching my sugar intake with them as well.

Have you found that the customer service at MagicKitchen.com meets your needs?

The beauty of the service is how MagicKitchen.com works with you...the customer service is phenomenal. We went through a period last summer on some extremely hot days when my package would arrive at the UPS location bright and early but I wouldn't get it until 6 or 7 at night. So, it had been on the truck all day and sometimes it would start to defrost. They were already working with UPS to try and resolve that problem but what we changed last summer was that they they adjusted my orders to have UPS hold them at their center and then I could pick up the meals myself. They worked with me and when something was wrong, they'd throw in their blueberry toaster cakes – which I love – for no charge because of the inconvenience.

How have the meal deliveries benefited you?

One advantage to these meals is that I save on my grocery bills. You subtract what you'd spend at the store making these dishes with what you spend on these meals and you'll be saving money. And, there's no mess or need to clean up after making a meal.

What are some of your favorite dishes?

I love their Magic Meatloaf and the Oven Fried Chicken Patty is really good when you crisp it up. I also really like the breakfasts they've come out with now. They've come out with different breakfasts that I really enjoy like the Monterey Jack Cheese Omelet and the Buttermilk Pancakes and Sausages. I really appreciate that they're providing these breakfasts for me.

Meal Solutions for the Cold Season

With the start of the delightful holidays, we also enter the dreaded flu season. This year, we're gearing up to get you through the cold season with plenty of meals to help you get back on your feet when you fall ill. After all, who wants to cook when they're fighting a head cold? Place an order for our chef-prepared meals now and you'll be stocked should the flu strike this season. And don't forget, MagicKitchen.com meals are thoughtful to send as get well packages to sick friends too.

Great Deals for Fall

We at MagicKitchen.com know that our customers appreciate the value of our chef-prepared meals. We also know that they love a great deal so we're bringing back our Black Friday special for another year. Watch your inbox for our annual Black Friday email to score savings on the biggest shopping day of the year.

www.MagicKitchen.com