

# MARSELS



Summer 2014

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

## President's Table

The next time you make a trip to the grocery store, take a closer look at the packaged foods you're buying. You'll notice that each package has a food label with information about calories, serving size, and other nutritional data. Here's why this is a good practice: A recent [study](#) found that just by reading food labels, you're more likely to make better food choices and maintain a healthy weight.

And that's an important part of our business. When we launched MagicKitchen.com in 2005, we wanted to provide healthy and easy-to-make meals for seniors & busy families. Since then, we've expanded our menu with a wide range of food choices that meet the dietary needs of specific health conditions. So when the [U.S. Food and Drug Administration](#) proposed changes to the Nutrition Facts Panel on packaged foods earlier this year, the changes made sense.

The biggest changes in the proposal for updating the food label include listing the amount of an actual serving size and corresponding nutritional information, prominently displaying the amount of calories in a serving, and including the amount of added sugar in a serving.

Some food manufacturers are resistant to changing the food label. But we see these consumer-friendly changes as a way to make it easier for people to control calories, follow a healthy diet, and ultimately enjoy a better quality of life. If and when the proposed changes are approved, we're on board to make the changes to our own packaging to give you all the information you need to enjoy our healthy and tasty MagicKitchen.com meals.

Happy Dining!

**Michelle Taylor**  
President

**Greg Miller**  
CEO



*"Nothing is more memorable than a smell. One scent can be unexpected, momentary and fleeting, yet conjure up a childhood summer beside a lake in the mountains."*

*Diane Ackerman*

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## A Little Summer Fun for Everyone

If your kids are home for summer vacation, or you're getting some grandparent time with the little ones, you've got to make the most of your time together. Turn off the TV, put away the electronics, and have some fun.

Turn your kitchen into a cooking lab and make healthy snacks and treats together like [fruit and veggie gelatin gummies](#), or some [kid-friendly cookies](#). Get the kids involved and let them measure, mix, and munch on their creations.

Let the kids be mad scientists for a day. Put those busy brains and creative minds to work on simple science experiences with some serious wow-factor like [Lemon Sudsy Eruptions](#), [the Tea Bag Rocket](#), or [the Ivory Soap Monster](#).

Get wet. You don't have to head to the beach, pool, or lake to cool off on a hot summer day. Load up some squirt guns and balloons for a water fight. Or [make your own sprinkler](#) and turn on the hose for some fun in the sun.

Get out and enjoy being active. Whether you have kids around during the summer or not, plan on spending time outdoors. Go for a walk. Visit a park. Plan a picnic. Or spend some time fishing, bird watching, or playing a friendly game of croquet. When you're busy and active, you'll make the most of the summer season, and create lasting memories with your family and friends.

Leave meal planning to us. You'll have even more time to enjoy the care-free days of summer, if you stock up on meals from [MagicKitchen.com](#). Our tasty and healthy selection of ready-to-eat meals for breakfast, lunch, and dinner, only take a few minutes to prepare in the microwave.

And there's something for everyone, including picky eaters, and those who need to follow a specific diet for health reasons. Take a look at our HomeStyle meals and let us help you plan a summer to remember served with plenty of good food, some adventure, and lots of laughter.



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## Power-Outages and Protecting Frozen Foods

Be prepared. It's the kind of advice weather forecasters, emergency responders, and government officials recommend when thunderstorms, tornadoes, or hurricanes are approaching that could knock out power and other services. There's also a chance of a blackout on a hot day when air conditioners overload the power grid. If the power goes out, will you be prepared? How will you protect your MagicKitchen.com meals and other frozen foods in the freezer?

If the power goes out, don't panic. In most cases power is restored after a blackout within a short amount of time. However, you should be prepared to protect your frozen food. Here's how according to the [National Center for Home Food Preservation](#):

1. Plan ahead. Keep ice cubes, freezer-pack inserts, blocks of ice, or dry ice in your freezer to protect your food in case of a power outage. Also have coolers available to fill with frozen foods if necessary.
2. Unplug your freezer and keep the door shut. And wrap the freezer in blankets to create additional insulation. This will help keep your frozen food cold for a longer amount of time. The items in a well-stocked freezer can stay frozen for 2 to 4 days.
3. If you think the power will be off for an extended period of time, repack your frozen foods in smaller coolers with ice, freezer packs, or dry ice. Use gloves or tongs to handle the dry ice.
4. When the power is restored, check the temperature in your freezer. If it's been above 40 degrees for more than two hours, plan on throwing out any perishable food

Storing MagicKitchen.com food and other frozen items in your freezer is a good way to make meal planning easier. But it's important to be prepared for a power outage or blackout to preserve those mouth-watering meals so you can enjoy them later.

## \$250 Gift Certificate Winner

Our chefs spend a lot of time in the test kitchen crafting the perfect recipes to add to the selection of MagicKitchen.com meals. Tasty and healthy meals are paramount in our business. But the entire customer experience like placing an order, navigating the website, speed of delivery, or talking to a customer service representative is just as important. We asked you to let us know how we're doing and provide suggestions to make MagicKitchen.com even better. Plus, we promised a \$250 gift certificate to the person with the best suggestion.

And the winner is Lucy Swierczek! She has been a MagicKitchen.com customer for 1 year and lists Meal Bundles that include pasta and chicken among her favorites. Lucy suggested: I would encourage that you reach out to cancer centers where those who are in desperate need of help can ask their friends and family members to order a meal for them. We have used this service already twice in our company and many others have asked about it because of the two families that have spoken highly of the flavor and ease of preparation. You might also work with dieticians from the Cancer Centers who could give you ideas of what should be on the menu for those who are getting chemo. Keep up the great work!

Congratulations Lucy! We are taking these suggestions to heart, and are already contacting cancer centers across the country.

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## Camping: Take MagicKitchen.com Meals on the Road

If you're getting the urge to go camping, you're not alone. An estimated 40 million people a year go camping during the summer months in the United States. And many who hit the road for a trip to the lake, mountains, or resort destination make the trip in an RV. Your home on wheels is a perfect way to travel without giving up all the amenities from home, and that includes the microwave.

And that's more important than you might think. Going on vacation is supposed to provide you with a break from the daily grind, rush-hour traffic, deadlines at the office, and the never ending battle over what to eat for dinner and who's going to do the dishes. Make sure your RV microwave and freezer are in working order, and you'll discover a whole new meaning to "rest and relaxation" on your next vacation.

That's because you can pack along your favorite MagicKitchen.com meals in your RV, and cook up home-style meals in minutes in the microwave. Take a look at the meal options before you go, and you'll find healthy and delicious entrées everyone will like such as Crustless Spinach Quiche, Eggplant Parmigiana, and Macaroni and Cheese. But there's more than just breakfast, lunch, and dinner. You'll even find soups, breads, appetizers, and desserts that you can make in the microwave to enjoy with a meal or as a snack.

You can still enjoy the warmth of a campfire, roast marshmallows, and enjoy the ambiance of the flickering flames when you're RV camping. But with meals from MagicKitchen, you won't have to worry about trying to cook over an open flame, scrape out the frying pan, or do the dishes. Just microwave your favorite meals and enjoy. Now that sounds more like a vacation doesn't it?

## 7 Steps for Grilling the Perfect Chicken Breast

Now that summer has finally arrived, more and more people will fire up the grill for a backyard barbecue. Steaks, hamburger, and hot dogs will provide that sizzling sound of summer blended with that telltale aroma that makes your mouth water. But you can't forget about the moist and savory taste of a perfectly grilled chicken breast. Here's how to cook the perfect skinless chicken breast on the barbecue:

1. Light your grill, turn it on high, and let it heat up.
2. While the grill is heating up, rinse the chicken breasts in cold water. Pat dry with a paper towel, and cut off any excess fat. Chicken breast is a lean meat, so there shouldn't be much extra fat.
3. If you want to season your chicken, now is a good time to add a meat rub, sauce, or just brush with olive oil.

4. Place the chicken breast on the hottest part of the grill, close the lid, and let them cook for 3 to 4 minutes. As the chicken breast cooks, its pink color will begin to appear more white and opaque.
5. Use tongs to turn the chicken breast over and cook the other side for another 2 to 4 minutes. This is also a good time to reapply rubs, seasonings, or sauces to the chicken breast.
6. After cooking the other side, use a meat thermometer to check the internal temperature of the chicken breast. It needs to reach 160 degrees before eating. If your chicken breast hasn't reached that temperature yet, flip it over and grill it a little longer. But check the temperature frequently, because overcooking will dry out the chicken.
7. Once it's done, remove the chicken breast from the grill, place it on a clean plate, and ring the dinner bell. Everyone will come running to get a taste of your grill-made masterpiece.