



Summer
of '06

Newsletter



MagicKitchen.com Basics

We are very proud of our food products at MagicKitchen.com. For a varied menu of delicious choices, we're hard to beat!

- **Delicious** – because our meals are chef-prepared and developed to appeal to all tastes. MagicKitchen.com's focus is on meals that taste as though they were made at home, with recipes that have been passed from generation to generation.
- **Nutritious** – because our menu features the finest and freshest produce and herbs (organic, wherever possible) and hormone & antibiotic-free meats and fish. Our recipes are reviewed by a professional nutritionist who ensures that all of our meals are healthy and wholesome.
- **Convenient** – because our meals are packaged in special bakeable paper trays that can be used in the oven or microwave. There's literally no clean up or mess with pots and pans. Any leftovers can be easily wrapped up in our trays and refrigerated. You'll be ready for your next meal!

MagicKitchen.com has some "summer-licious" ideas to celebrate the season. Our new summer menu will impress your family and leave you more time to enjoy your leisurely pursuits. MagicKitchen.com offers you everything you will need to make this summer's meals fresh, tasty and EASY!

At MagicKitchen.com, we understand the challenges of getting nutritious meals on the table after a busy day at work, at school or even on summer vacation. That's why MagicKitchen.com was created – to help busy people prepare and enjoy wholesome food with no fuss.

Summertime at the lake...

It's time to sit back in a lounge chair, turn off your phone, grab a good book and escape into summer tranquility. Don't worry about what to make for dinner. MagicKitchen.com's chefs have created menus that will delight you and your family. Expecting weekend guests? No problem. Our meal ideas can be prepared in the oven, microwave or barbecue. You can rely on MagicKitchen.com's meals and meal packages for superior nutrition and delicious taste.

MagicKitchen.com's Seasonal Menus

Check out our summer seasonal suggestions on our website. When it comes to trying new tastes, our staff continuously seeks out new foods, herbs and spices available at local markets and local merchants. We study current culinary trends and try to present interesting twists to traditional methods. Our talented chefs and nutritionists, led by Executive Chef Betty Ewing, enjoy developing new and different dishes that are healthy and economical. Our menus reflect our commitment to quality, nutrition and ingenuity.

We hope you find a variety of delicious selections in our menu that will last all summer long. Our chefs have developed exciting gourmet meals that will please all ages

and tastes in foods of the season. We hope our hard work in the kitchen will help you get a bit more out of your summer!

Menus are changed on our website (www.magickitchen.com) on a seasonal basis with a variety of appetizers, dinners, side dishes and desserts to choose from. Choose a-la-carte or meal bundles that have been packaged to offer the best value and variety of food items. Try MagicKitchen.com and enjoy hearty meals with your family and friends.

For the seafood lovers, consider something a little different this summer:

- ✓ Almond Crusted Salmon Filet Seared with Lime Ginger and Marinade
- ✓ Cajun Spiced Red Snapper





Is your ideal summer escape a seaside cottage, camping in the outdoors, motoring from state to state or just taking it easy in your own backyard? MagicKitchen.com's menu ideas are perfect for any setting. Just order your favorites or try something new from our summer menu.

Breezy Summer Menus In Town or Country

Just as the breezes blow warmer and the days get longer, we at MagicKitchen.com have created a new, lighter menu for you to savor at home or on a summer vacation. Kick back with our summer menu or try one of our very popular meal packages. Is there a greater escape than to retreat to your own private space by the ocean or lake? Bring along our delectable menu items and you will have time to enjoy every moment away, for the weekend or for the whole summer.

Getting away does not mean that you have to leave great food behind. MagicKitchen.com's menu items travel very well. Just pack up your cooler with a few favorites and some new products too. Our meals will fit easily into a compact RV freezer. Your most trusted travel companions will be our meal packages that everyone in your family will enjoy.

For dinner during the week or at week's end, we heartily recommend:

- ✓ Sweet Soy Marinade 6 oz Pork Tenderloin
- ✓ Betty's Bourbon BBQ Baby Back Ribs

"I've tried other prepared meal options, and nothing has worked in providing healthy, tasty meals. When I opened the container from Magic Kitchen, I could hardly stand to put the items away. They looked so fresh and delicious, I just wanted to try them! Beets with goat cheese, beautiful salmon filets, fresh creamed spinach...We're only on day 2 of the 6 meal intro package and I can hardly wait to try everything! Thank you!"

– Brenda Opine

For a weekend at the beach cottage, take along some of our tasty entrees and side dishes to enjoy by the water's edge:

- ✓ Grilled Meyer Lemon and Herbs Chicken Breast
- ✓ Organic Ground Beef Burgers Seasoned, ready to grill

Distinctive Flavors of MagicKitchen.com:



"Our family raves about Betty's Bourbon BBQ Back Ribs. We love to serve them at our barbecues. These ribs have made our backyard the place to be." – Karen

From the Fourth of July to Labor Day

In the mood to entertain? Throw a great party with friends and family with the help of MagicKitchen.com's versatile menu ideas. Our appetizers, entrees, side dishes and delightful desserts all make entertaining easy and fun. Our exciting new products will leave you plenty of time to enjoy the occasion and lighten the workload in the kitchen. With very little prep time, your family's meal will be ready to enjoy. Our packaging makes clean-up very easy and fast, so you can enjoy your leisure time!

For an exciting evening enjoying the fireworks or concert on the Fourth of July, pack your picnic basket with Magic Kitchen.com's chef-prepared meals. Try something new for your picnic in the park this year. You'll be the envy of everyone around you!

For an outdoor pot-luck event, like a block party or family reunion, bring along MagicKitchen.com dishes to the party! You'll be a hit with any of our meal ideas. We have scrumptious ideas – appetizers, side dishes, entrees and desserts – that will wow everyone.

Let MagicKitchen.com help you celebrate the summer

1) Visit our website at MagicKitchen.com for our selections, directions and inspiration. Try our individual items, meal packages and delicious treats.

2) Order your meals from our catalog of chef-prepared items.

3) Your order will be delivered in a timely manner.

4) Store your meals in the freezer until required. (This makes meal planning a breeze).

5) In the morning, take a meal from the freezer and place it in the refrigerator.

6) When returning home that evening, heat the meal for 10-15 minutes in your oven or microwave.

7) Serve with a salad and one of our desserts. You have a healthy, wholesome meal that is comforting, economical and delicious.



Crushed Berry Limeade

Ingredients

- ¾ cup fresh strawberries, cleaned
- ¾ cup fresh blueberries, cleaned
- ¾ cup fresh raspberries, cleaned
- ¾ cup superfine sugar
- 2 cups lime juice, freshly squeezed
- 3 cups cold water
- 8 slices lime, cut ¼-inch thick
- Mint leaves for garnish
- ¾ cup Citron or Raspberry vodka if desired

Method

- In a blender, combine the berries and sugar.
- Pulse just until the berries are crushed, but not fully pureed.
- Press through strainer into a large mixing bowl to remove most of the seeds.
- Add lime juice and water.
- Taste and adjust sweetness with additional sugar if necessary.
- Chill mixture completely.
- Add vodka if using.

To serve, pour the mixture into tall glasses filled with ice. Garnish with a mint leaf and a slitted slice of lime on the edge of each glass.

Yes, Chef!

Executive Chef Betty Ewing has always believed that when it comes to food, fresh is best. At MagicKitchen.com, we take our promise to provide products and meals that are preservative-free very seriously.



Our customers can enjoy the best ingredients and seasonings in our products, knowing that MagicKitchen.com works hard at using only fresh, organically grown vegetables and herbs. We are committed to provide the best in nutrition, taste and quality in all our meals. Our customers have come to expect nothing less from us. That's why the information on our labels is so important. We give you our promise that we have chosen to use only the finest, freshest, organically-grown, preservative-free vegetables and herbs, as well as hormone and anti-bi-otic free meats, wherever possible.

Here we have two ingredient lists for Macaroni and Cheese, the one on the top from a competitor, the one on the bottom from MagicKitchen.com. Ours is preservative-free and mouthwatering:

Calories:		2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

INGREDIENTS: CHEESE SAUCE: HALF AND HALF (MILK, CREAM), HEAVY WHIPPING CREAM (CREAM, CARRAGEENAN, CELLULOSE GUM, POLYSORBATE 80, GUAR GUM), ROMANO CHEESE [PASTEURIZED SHEEP'S MILK, CHEESE CULTURE, SALT, AND ENZYMES, POWDERED CELLULOSE (AN ANTI-CAKING AGENT), CALCIUM PROPIONATE (PRESERVATIVE)], SMOKED GOUDA CHEESE [SEMI-SOFT CHEESE, GOUDA (CULTURED PASTEURIZED MILK, SALT, ENZYMES), WATER, SODIUM PHOSPHATE], SOYBEAN OIL, ALL PURPOSE FLOUR (BLEACHED WHEAT FLOUR, MALTED BARLEY FLOUR, NIACIN, REDUCED IRON, THIAMINE MONONITRATE, RIBOFLAVIN, FOLIC ACID), CHEDDAR CHEESE [PASTEURIZED MILK, SALT, CHEESE CULTURE, ENZYMES, ANNATTO (COLORING), AND POWDERED CELLULOSE (AN ANTI-CAKING AGENT)], SALT, MOZZARELLA CHEESE (CULTURED MILK, SALT, ENZYMES), PARMESAN CHEESE [PASTEURIZED COW'S MILK, CHEESE CULTURE, SALT AND ENZYMES, POWDERED CELLULOSE (ANTI-CAKING AGENT), CALCIUM PROPIONATE (PRESERVATIVE)], WHITE PEPPER. COOKED PASTA: [WATER, MACARONI (SEMOLINA, NIACIN, FERROUS SULFATE, THIAMIN MONONITRATE, RIBOFLAVIN AND FOLIC ACID)], SAUTEED BREADCRUMBS: JAPANESE BREADCRUMBS (BLEACHED WHEAT FLOUR, YEAST, SUGAR, AND SALT), OLIVE OIL, SALT, THYME, OREGANO, BLACK PEPPER, GRANULATED GARLIC, PAPRIKA. CHEESE GARNISH: SMOKED GOUDA CHEESE [SEMI-SOFT CHEESE, GOUDA (CULTURED PASTEURIZED MILK, SALT, ENZYMES), WATER, SODIUM PHOSPHATE], MOZZARELLA CHEESE (CULTURED MILK, SALT, ENZYMES).

or lower depending on your caloric needs:

Calories		2,000	2,500
Total Fat	Less than	55g	60g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	375g
Sodium	Less than	2,400mg	3,000mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

INGREDIENTS: penne pasta, bread crumbs, Fontana cheese, Romano cheese, parmesan cheese, cream, flour, butter, salt, pepper, and fresh parsley.



1-877-51-MAGIC
My Magic Kitchen, Inc.
PO Box 659
Los Altos, CA 94023-0659

With all the preservatives in our competitor's product, you could take it on a picnic and leave it in the sun, and it would probably still be edible.

MagicKitchen.com visits local fresh markets for our ingredients and works closely with local producers. Our chefs are inspired by the variety of produce, fresh vegetables, fruits and other delectable delights. We create, develop, and test our recipes with freshness and nutrition in mind. MagicKitchen.com offers you best of the season, at an economic price, so that our meals can be enjoyed any day of the week and at any occasion.

Start your summer off with our delectable and convenient menus. Our unwillingness to compromise has brought us many loyal customers who want healthier, happier lifestyles. Try our new summer menu and you won't be disappointed!

Values, Vision, and Mission

Vision MagicKitchen.com wants people to understand and implement how to properly fuel their bodies, consistently eating tasty, healthy meals and to enjoy a healthy life.

Mission MagicKitchen.com provides delicious, nutritious and convenient meal options for families to eat well at home, while also promoting more quality family time through expedited meal preparation and clean up.

Values Promote and educate our customers on healthy choices for meals, exercise and life. Provide top quality, nutritional meal options at fair prices. Provide consistent, quality products and exceptional levels of customer service. Stay innovative with technology in the food business. Live with passion and have fun!!! ... as well as encourage people to enjoy life and smell the roses along the way.

MagicKitchen.com's Guarantee

MagicKitchen.com's meals come with a full taste and nutrition guarantee. We strive to do our best to make our valued customers happy with all of our products. If you feel that our products have not lived up to our claims in their taste and quality, please let us know by email or phone. The product will be replaced or your money will be refunded.

MagicKitchen.com makes Fundraising Easy and Fun

To fulfill MagicKitchen.com's continuing commitment to helping our neighbors and giving back to our community, we are pleased to have recently assisted the following organizations in their fundraising activities:

- The Blue Coat Community Art Showcase on June 10, 2006 (Donation)
- Relay for Life, American Cancer Society, on June 24 and 25, 2006 (providing products for their Silent Auction)

MagicKitchen.com would be pleased to assist your group or organization in its next fundraising event.

MagicKitchen.com has come up with several fundraising ideas. One popular method provides an organization with a percentage of sales made by supporters who enjoy our products. A fundraising code number is assigned to your group or organization. When one of your organization's supporters places an order with us, they simply enter this code number online and your organization is credited with the sale. This is an easy and effective method of fundraising! No selling chocolates or giftwrap door-to-door, or other tedious fundraising activities!

MagicKitchen.com's corporate presentation is also available on-line. Please refer to our website under *About Us* or you can email: info@magickitchen.com.

Get in Touch

We at MagicKitchen.com want to hear from you. We welcome your comments, questions and suggestions.

Please contact us toll free:
1 - 877-51-MAGIC (516-2442)

Or visit our website at
www.magickitchen.com