



Spring 2008

MagicKitchen.com's Seasonal Newsletter for the Best in Home Delivered Gourmet Meals

From the President's Table

Happy 2008! We've arrived at another milestone – another successful year of business at MagicKitchen.com! And according to our CEO Greg Miller, “the President's Table is barely visible because it has about two feet of papers on it!”

We all tend to get caught up in the holiday hustle and bustle, so mid-winter/early-spring is a great time to take a breath and get organized. So buy that new calendar, and mark those important dates down now – birthdays, anniversaries, weddings, baby due dates, etc. Then, go online or call us to order your meals. You could get nearly a year's worth of gift shopping done in minutes! Don't forget the important holidays and busy times coming up...Valentine's Day, Mother's Day, Tax Time, Spring Shopping and then Father's Day. If expensive restaurants aren't your scene, and the thought of cooking makes you queasy, just leave the cooking to MagicKitchen.com. We have meals for two to suit every taste, and some decadent desserts for your sweetheart as well. Simply log on to the web site and use our Magic Meal Finder to search for your ideal dinner. For Valentine's day, finding the Valentine date...well, we'll leave that part up to you.

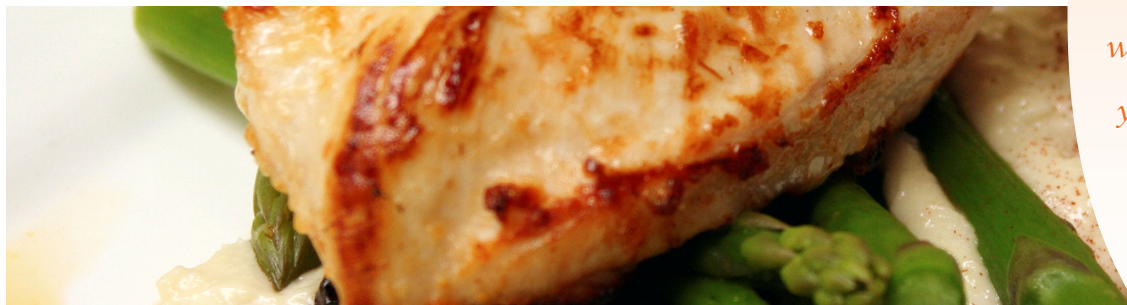
And don't give up on those New Year's resolutions, because we haven't given up on your goal to eat better in 2008. But if the week is slipping away, and you haven't had a moment to go to the grocery store, log on to our web site and once again, let our Magic Meal Finder help you seek out the meals that fit your dietary needs.

Finally...we are thrilled to announce that MagicKitchen.com will be on ABC Network's “The View” TV show on Wednesday, February 20th. Check your local listings and tune in!

Stay warm and happy dining,

Michelle Tayler
President

Greg Miller
CEO



*It's spring fever. That
is what the name of it
is. And when you've got
it, you want - oh, you don't
quite know what it is you do
want, but it just fairly makes
your heart ache, you want it
so!*

~Mark Twain

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Food Gifts are in Style!

Whether it's for your own parents, friends or family with a new baby, someone who just had surgery, or an ailing co-worker, prepared meals are becoming a popular alternative to flowers or gift baskets. It's the gift that says you really care.

Supplying friends and family with tasty prepared meals instead gives them the gift of time and convenience when they need it most. You have the option of picking the meals based on dietary needs such as low-sodium or low-fat meals. Our food gift page at MagicKitchen.com has lots of ideas for you! If none of them fit into your plan or pocket, head over to our Meal Bundles page, or select from our a la carte menu.

Try a gift certificate as a house-warming gift to allow the new home owners time to unpack and get settled. Whether the gift is for a father, mother or friend, all generous givers and eager recipients will appreciate the easy online ordering and delicious meals at MagicKitchen.com.



MagicKitchen.com's Baby Shower Registry

If you're an expecting parent, start your own registry web page on our website. At your request, we will personalize the web page for you at no charge. Your shower guests can purchase gift certificates to be delivered at your shower, or meal bundles to be delivered after you're back home with your new addition(s). We will offer 10% off meal bundles, food gifts or meal plans, and 5% off gift certificates!

If you receive many gift certificates for your shower, call us at 877-516-2442 and we will bundle them into one certificate for your convenience. The gift certificates can be used for your entire order, including delivery costs.

New Moms love it!

Moms can register a list of the foods they want, or arrange for their friends to purchase gift certificates. We make it easy to have a frozen dinner baby shower!



Moms-to-be: go to www.MagicKitchen.com and click on the Shower Registry link to the right of our home page. Or call us at 877-51-MAGIC (877-516-2442).

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Q&A

CEO Greg Miller is passionate about providing ongoing Meal Programs with food that tastes great. Seniors agree!

Why did you put the new ongoing Meal plans in place?

We had many customers who loved our meals and wanted to have a regularly scheduled automatic weekly delivery, but didn't want to be involved in choosing meals for the next week. They told what they liked and said, just keep them coming! So we set up our ongoing meal plans with different options for our different types of customers.

How do those plans work?

We have many types of customers, so the plans needed to be flexible for various customer groups such as single seniors, busy families, corporate customers, etc. We now have a variety of programs to choose from. Some of these programs have one meal for 2 each week, some have 3, 5 or 7 meals per week. The specific plan you choose is entirely up to the customer. Our Meal Program pricing is based on bundled packages so there is a discount to buy the meals in the program. Once the plan is put in place, everything is taken care of and the meals will continue to arrive on the schedule that's been set up.

Who uses the ongoing meal plans the most?

Seniors and busy families love this service. Many seniors have spent much of their lives cooking for families, and now that they are getting older, they find they no longer have the desire to cook nor do they want the mess and inconvenience of cooking for one or two people. Many times their children are concerned that their parents are not getting the nutrition they need. MagicKitchen.com is the solution.

What's the difference between short-term and long-term plans?

The long-term plans are set up so the meals keep coming, based on your dietary needs and food likes and dislikes. The short-term plans are meals for a week, and come to your door only once unless re-ordered.

What are some examples of the ongoing meal plans?

Well, we have the Busy Executives Ongoing Meal Plan, custom-made for executive that eat at restaurants more often than they like. We can deliver one or two meals a week or more as needed to home or office. Take a meal out in the morning, let thaw, and eat a healthy, nutritious meal at your desk, or if you're lucky, in the comfort of your home!

Another is the Senior's Meal Program where seniors order as many meals per week as they require. In this case, the meals will continue to arrive ongoing as planned. We also have four other Meal Plans, including the One-a-Week Ongoing Meal Plan, for the person who wants to relax on a Friday night after a hard week, but doesn't want to order in fast food!

How do I order?

Call us at 877-51-MAGIC (877-516-2442). We will customize a plan for you based entirely on what you like and what you can eat and how often you want deliveries.



Yes, Chef!

Spring Breakfast

Whether you're buttering up your sweetie on Valentine's Day or saying 'I love you, Mom!', on Mother's Day, here's a sweet and easy breakfast.

Special Coffee

1 cup strong dark hot coffee
1/2 cup lowfat milk
Sugar to taste
1 shot favorite liqueur if desired
Whipped cream
Shaved dark chocolate

Heat milk, but do not boil. Mix milk and coffee in a large mug. Add sugar to taste. Top with cognac, Grand Marnier, Frangelico, Amaretto, or Kahlua. Add a dollop of whipped cream and some shaved chocolate for a great look and taste!

MagicKitchen.com Apple Strudel

1 portion MagicKitchen.com Apple Strudel, unthawed

Preheat oven to 350 degrees F. Remove strudel from packaging and place on cookie sheet in oven. Cook for 30-40 minutes until browned. Place on a nice plate with a rose and serve!

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In the News

We were proud to be written up in December's Parents Magazine. Here's what they had to say:

"You know that the greatest gift (besides sleep) you can give a new mom is a hot cooked meal, but you don't have any time to cook for her yourself. Not a problem: Give your pal a series of fresh-frozen, home-delivered dinners from MagicKitchen.com. For \$99 you can get a sampler of five amazing meals for two people: beef roast, eggplant parmigiana, roast turkey breast with gravy and sides, and desserts like panna cotta and "pucker up" lemon loaf are just some of the tempting options."

Sometimes new breast-feeding moms are concerned about what they are eating. We believe that all our meals are breastfeeding-friendly. If you are concerned, read the article at :

<http://www.nlm.nih.gov/medlineplus/ency/article/002454.htm>, which says in part, "Don't limit your diet excessively. Make sure you are getting enough nutrition for yourself and your baby. If you become overly concerned about foods or spices causing problems, try to remember that entire countries and cultures have diets that contain foods that are extremely spicy. In these cultures, the mothers nurse their infants without problems."

Fundraising

Easy Fundraising with MagicKitchen.com

We want to give back to the community however we can. In response to requests, MagicKitchen.com developed a fundraising program where MagicKitchen.com provides 10% of net product sales of our products back to your favorite group or organization. All you do is promote the MagicKitchen.com fundraising efforts within your group. These people then buy nutritious, delicious, precooked dinners, your organization gets 10% of net sales back, and everybody wins!

*For information on fundraising with MagicKitchen.com, simply click on the **Fundraising** link on our home page. Alternatively, email us at: info@magickitchen.com or call toll free: 1-877-MAGIC (877-516-2442).*



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