



Spring 2014

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

President's Table

If there's one thing we take even more seriously than food, it's providing our customers with great service. At MagicKitchen.com, we're focused on giving customers exactly what they need and on constantly improving what we do to make your lives easier and your mealtime more convenient and delicious.

This year, we're looking forward to advancing our recipe development process and delivery procedures as well as enhancing some key products on our menu. And though we think we do a darn good job communicating with customers already, we're also seeking ways to engage with them more frequently and on a more intimate level.

For starters, we're looking for customer feedback on a number of recent company changes. (More on page 2).

This year marks our eighth birthday as a company. It's hard to believe we've been sending out our chef-prepared meals for eight years, and we know we couldn't have got here without dear and loyal customers like you. So this spring, we extend our heartfelt thanks for supporting our business and promise to continue serving you for many more years.

Happy Dining!

Michelle Tayler
President

Greg Miller
CEO



*"The
impressionability of a
life not yet weathered
is the essential charm of
spring ingredients:
they are fragile, tender,
mildly flavored,
and easily bruised"*
Molly O'Neill in A
Well-seasoned Appetite



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Customer Feedback

Recently we launched a new mobile site and changed our newsletters so they'll target personal interests based on a customer's orders.

For example, a customer won't get a newsletter with an article about diabetic food unless he or she regularly orders diabetic meals. We have also launched Facebook and Pinterest pages and would love to see customers interacting with us and fellow fans on these engaging social networking sites.

Mobile Site:

<http://tappinn.com/view/page/p/130436/prepared-meals-meal-delivery-senior-meals-mei>

Facebook Page:

<http://www.facebook.com/Magickitchen>

Pinterest Page:

<http://www.pinterest.com/magickitchen/>

Feedback for a Chance at \$250!

As always, we invite you to share your thoughts on all of our recent changes. In fact, we crave feedback so much that we're offering a \$250 gift certificate every quarter to the customer who submits the best idea for a way we can improve what we do. Whether it's an idea related to product packaging or the recipes themselves, we want to hear from you and continue improving MagicKitchen.com for years to come.

Please send your comments and ideas to: comments@magickitchen.com

Big Changes Ahead

We opened our new packing facility in the greater Kansas City area a mere 2 ½ years ago and were in awe of the possibilities the large, technologically advanced space brought our company. What we didn't expect was that we'd be so busy that we'd outgrow the space this soon! Thanks to the support of our customers, we're now turning an eye toward future growth and looking for ways to expand and improve our distribution center. Look for more details about a potential distribution center expansion in future newsletters. We're eager to make changes that will allow us to meet the demands of our rapidly growing business and loyal customers like you.

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FEATURE RECIPE: Eggplant Parmigiana Herb Focaccia

Use the base of our Fresh Herb Focaccia to make incredible sandwiches for lunch or dinner. We like to serve this simple vegetarian sandwich with a green salad on the side.

Serves 4 hungry people

1 four-serving order MagicKitchen.com Herb Focaccia

1 two-serving order MagicKitchen.com Eggplant Parmigiana

4 slices Asiago cheese

1. Preheat oven to 300 degrees. Wrap the defrosted Herb Focaccia in aluminum foil and place it in the oven for 5 minutes to heat through. Take them out, slice them and add a little butter or margarine to each side.

2. Meanwhile, heat the defrosted Eggplant Parmigiana according to the package directions and set aside.

3. To assemble the sandwiches, divide the Eggplant Parmigiana among the bottom halves of the Herb Focaccia. (Don't transfer all of the sauce with the Eggplant Parmigiana or the sandwiches will get soggy.) Top the Eggplant Parmigiana with a slice of Asiago cheese, and then top each sandwich with the top slices of the Herb Focaccia.

4. Pour the sauce remaining from the Eggplant Parmigiana into 4 small dishes for dipping. Cut the sandwiches in half and dig in with the sauce on the side.



Fun Food Holidays

Did you also realize spring has a wealth of food-focused holidays worth celebrating? From days dedicated to specific foods to those meant to shine the spotlight on a particular course, here are a few food-themed holidays to ring in with a MagicKitchen.com order this spring.

March

March is National Sauce Month. We're viewing the holiday as an excuse to indulge in some of our favorite sauced dishes. We recommend our comfort food-satisfying Broccoli and Cauliflower with Cheese Sauce, or our lean and flavorful Beef Sirloin with Peppercorn Sauce.

April

This year, the Whole Grains Council is encouraging Americans to try whole grains on April 2nd for National Whole Grain Sampling Day. We think it's a great reminder to embrace a healthy lifestyle and introduce some whole grains into your diet.

May

We love pies of all kinds but when it comes to picking favorites, apple pie wins every time. Looks like plenty of Americans agree with us because we've got a national holiday dedicated to that very type of pie. This year, you can celebrate National Apple Pie Day on May 13th in proper fashion by enjoying a slice of our streusel-topped Dutch Apple Pie. Take our advice and serve it warm with a scoop of vanilla ice cream.



Help for the Holiday

Whether you're hosting an Easter dinner for two or twelve, MagicKitchen.com can help make meal prep easier this year, leaving you more time to decorate eggs and play Easter bunny. Here are a few menu combinations we think would be just right for that special holiday dinner.

1. Go the classic route and serve lamb. Our Lamb Shank with Rosemary and Mint Sauce is meltingly tender and incredibly flavorful. We'd round out the main course with orders of Rice Pilaf, garden-fresh Buttered Carrots and a Family Size Lemon Tarte.
2. Turkey isn't just for Thanksgiving. A menu featuring our Roasted Turkey Breast, best-selling Magic Mashed Potatoes, rich brown Turkey Gravy, tangy Cranberry Sauce, 9 Grain Rolls and Family Size Olallieberry Pie suits a spring celebration just as well.
3. For a stunning centerpiece, go with our Family Size Beef Short Rib Roast. To serve alongside it, we recommend our tantalizing French Green Beans with Mushrooms and Cream Sauce, colorful Fresh Cut Corn Medley and old-fashioned Scalloped Potatoes. Then, for dessert, cater to chocolate fans with our sinfully rich Family Size Mocha Cream Cake.
4. If sirloin is more your style, place an order for our tender Beef Sirloin with Peppercorn Sauce. Sides of Brussels Sprouts with Bacon and our Magic Mashed Potatoes complement it perfectly. For dessert, hit a playful note by serving one of our Gourmet Cupcake Assortments.



Good News for Special Diet Customers

Fans of our MKMeals Special Diet Menu will be happy to hear we've added 30 new meals since last fall – and all of those meals are now in stock. Even better? Our chefs are working diligently to come up with fantastic new recipes every week so our special diet customers will never get bored come mealtime.

When it came time to create our newest dishes, we paid attention to customer feedback and developed a selection of meals that mirror those found on our HomeStyle Menu. For example, special diet customers will now find versions of our outstanding Chicken Marsala, meaty Beef Lasagna and ultimate Pot Roast on our MKMeals menu as well as mouth-watering main courses like our Creamy Tarragon Mahi-Mahi with Mushroom and Artichoke and Baked Cod with Lemon Caper Sauce.

Among our newest offerings, customers will also find a hearty Barley and Beef Stew, Lemon Rosemary Pork and Meatballs with Penne Pasta. We also think they'll enjoy the global flavors found in our Chicken and Apple Curry, our Cod with Miso Ginger and our Chicken Cheese Enchilada with Tomatillo Sauce. Looking for lighter fare? Consider our Turkey Chili with Brown Rice, Salmon Caponata with Orzo and Spinach or our Basil Chicken with Rice and Zucchini Sauté.

Created with special diets in mind, these MK Meals are perfect for individuals who need diabetic, renal, dialysis, portion control, low sodium or senior meals. And they're delicious to boot. Just head on over to the web site to place your order so we can show you how delicious special diet meals can be.

