

MARSELS



Summer 2010

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

President's Table

When we founded MagicKitchen.com in 2005, we did so with the promise to make delicious, nutritious, convenient, reasonably priced meals available to local customers. Over the years, we've stayed true to our founding mission and furthered it by responding to requests for items that satisfied a variety of special diets on our Home Style Menu. Later we introduced our MK Meals Special Menu which caters to a diabetic friendly diet, low sodium and portion controlled meals. Now we are bringing out a set of meals specifically designed for people with stages 3 or 4 of renal disease or that are on dialysis.

We've also expanded our reach, first regionally and now nationally. Today, we get requests to deliver meals across the US to people in need from housebound individuals to busy families and new parents. Because we ship centrally from Kansas City, we can service clients anywhere in the continental US within a few days time. We're dedicated to providing delicious, timely meal solutions to in-need populations everywhere.

We want to be there in times of need to help our clients in any way we can. This summer, we've dedicated ourselves to expanding our new MK Meals program (page 4) and to making your lives easier by introducing new, seasonally appropriate menu items (page 3). Our reach and menu may have changed but our mission to serve you remains the same.

Happy Dining.

Michelle Tayler
President

Greg Miller
CEO



*Then followed that beautiful
season... Summer...
Filled was the air with a dreamy
and magical light; and the
landscape
Lay as if new created in all the
freshness of childhood.*

~Henry Wadsworth Longfellow



www.magickitchen.com



New Dishes for Your Dinner Table

This summer we're bringing you more than 30 new meal bundles from our Home Style menu. Browse the wide-ranging options on our newly polished web site or check out our handpicked suggestions below before you place your next order.

Treats for the Breakfast Table

We've turned quiche into a lower fat, lower carb meal without sacrificing the flavor in our Crustless Quiche Twin Pack. Fans of savory breakfast dishes will love the bacon-studded Quiche Lorraine and the light Spinach Quiche tucked inside. Prefer something sweet in the morning? Try our nutty Magic Gourmet Granola. Our chefs prepare the granola without fillers or preservatives so you can enjoy it with milk or yogurt and fresh fruit without any guilt.

Dinner for Seafood Lovers

Pasta gets a lighter profile this summer in our Baby Clams with Linguini Marinara. One bite of the flavorful dish will conjure up images of a charming coastal town. And if you like seafood, you'll love our new Bad Boy Shrimp Burrito. Our chefs stuff a flour tortilla full of shrimp and sautéed vegetables, then cover it with a mild tasty sauce. Like it even spicier? Just add hot sauce!

Meaty Mains for Your Dinner Table

Bring a comfort food classic back to your dinner table with an order of our extra flavorful Magic Meatloaf or a family-sized version of our Deep Dish Chicken Pot Pie. Or if the summer heat has you craving grilled meat, try our new delicious BBQ Chicken Thighs.

Potato Classics

If you've already tired of that picnic favorite potato salad but still want to incorporate more spuds in your diet, we've got options for you. Potato-lovers have both our Savory Potato Pancakes, Rosemary Potatoes and Buttery Scalloped Potatoes to choose from.

Sweets for your Sweet Tooth

We think you'll love our lineup of new baked goods. Our rich Apricot Oat Bars and crisp Magic Mini Chocolate Chip Cookies are perfect, portable snacks. And for nights when company is coming, our fruity Cherry Blintz is sure to impress.





Dishes to Beat the Heat

With temperatures already hitting 100 this summer, we realize you aren't always in the mood to turn on the stove. Fortunately, our microwavable meals allow you to prepare a hot dinner without heating up the kitchen. This summer, we're counting on some of our bestselling dishes to provide clients with proper nutrition and a quick, easy meal. Here are a few of our favorites.

BBQ Boom

We know that summer calls for barbecue fare so we've loaded our menu with options. Don't miss our zesty, slow-cooked BBQ Baby Back Ribs or our new tender BBQ Chicken Thighs. Both dishes go great with sides like our Fresh Cut Corn Medley, Twice Baked Stuffed Potatoes and BBQ Baked Beans with Hickory Beef. Or, why not barbecue one of our ready-to-cook Filet Mignons or our boneless Prime Rib Roast?

Light and Healthy Sides

You could round out a picnic spread with our delicious sides. This summer, try our Minted Carrots, sweet and creamy Cheezee Corn or our satisfying Barley Vegetable Pilaf. We like to serve the high fiber pilaf on its own or in the recipe we've included in this issue.

Picnic-Worthy Pies

If you haven't tried our Olallieberry Pie, it's time to place your order. This flaky crusted pie is as fun to say as it is to eat (it's pronounced oh-la-leh berry) and features the blackberry-raspberry hybrid in a vibrant fruit filling. Feeling less adventurous? We've got classics to take you into fall including our Pecan Pie and new cinnamon streusel-topped Dutch Apple Pie.

Healthy Eating Made Easier – and More Enjoyable

In addition to making meal time easier, MagicKitchen.com supports a healthy lifestyle by providing a wide selection of delicious, wholesome meals. The menu of low sodium, diabetic and portion control meals that we offer through our MK Meal Menu is particularly healthy. This summer, we've improved the quality and variety of these lines to offer health-conscious customers even more options to choose from. Our tempting lineup of new dishes includes a Whole Grain Beef Chimichanga, Meatloaf with Zesty Tomato Sauce and a Monterey Jack Cheese Omelet served with crisp hash browns and cinnamon-scented apples. We even found a way to reduce the price of our special meals by removing the supplementary items like margarine, cookies and juice that most customers already keep on hand.

*Yes,
Chef!*

Simple Barley Salad

Our Barley Pilaf is great on its own but it can also form the foundation for a quick, healthy meal. For an easy dinner, serve this hearty grain salad at room temperature atop a bed of greens.

1 (4-serving) MagicKitchen.com Barley Pilaf
1 celery rib, thinly sliced
1 green onion, white and light green parts only, thinly sliced
Bottled vinaigrette such as Newman's Own
1 tablespoon fresh lemon juice (optional)

Thaw the Barley Pilaf and place it in a serving bowl. Add the celery and onion and mix gently.

Dress the grains with the vinaigrette to taste; reserve the remaining vinaigrette for another use. Toss with the lemon juice, if desired, and serve immediately.

Serves 4-6



More MK Special Diet Meals

This summer, we introduced a new extension to our MK Meals product line: Pre-Renal and Renal Meals. We designed the meals for customers who are on dialysis or in stages 3 or 4 of renal failure to keep them well-fed during a challenging stage in their lives. We rolled out our initial menus in our summer catalog; among the options, you'll find Seasoned Beef Meatballs & Shell Pasta with Alfredo Sauce, Flame-Broiled BBQ Chicken Breast and Whole Wheat French Toast paired with Peaches and Sausage Patties. For people hampered by special diets, taking care of yourself will never taste so good.

Click on Over

We've recently completed a complete web site upgrade and we think you'll like what we've done. We cleaned up our tool bar, widened our pages and made our menu easier to navigate. We even added a delivery date calculator so you can track your meals as they ship. Soon, we'll update our shopping cart with a simplified version to streamline the ordering process. Stay tuned for more improvements and, as always, let us know what you think



Win a \$100 Gift Certificate

We always get great feedback from our clients and take those comments to heart. Now we want to know what meal ideas you have for new dishes. Maybe you've got a family favorite you think we could tweak for our menu. Or maybe you're dying to see what we can do with your favorite ingredient. Whatever your suggestion, send it in prior to August 31st and we'll take it to our chef and talk it over. Then we'll issue a \$100 gift certificate to MagicKitchen.com to the participant with the best idea.

Send those ideas soon to info@magickitchen.com!

Deadline August 31, 2010.