



Winter 2013

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

President's Table

Though we know the holiday season presents its own set of unique challenges, we still love the hustle and bustle of the upcoming months – not to mention the opportunities they create to indulge in memorable meals with family and friends.

To simplify mealtime this season, we're bringing you fresh, chef-prepared options for every occasion from weeknight suppers to the big Thanksgiving dinner (page 2). We're also revealing a new selection of our popular Complete Meals on our MK Meals Special Diets Menu to keep you satisfied with well-rounded dinners throughout the long winter and beyond.

We've specifically designed the meals in our Complete Meals program to support special dietary requirements as well as to fulfill all your dining needs and tantalize your tastebuds to boot. We're working hard to add a few new meals to the program each month and anticipate having 20 options to choose from by the time we finalize the menu. Check out page 4 for a taste of our latest additions.

Michelle Tayler
President

Greg Miller
CEO



*Winter is the time for
comfort, for good food
and warmth, for the
touch of a friendly hand
and for a talk
beside the fire:
it is the time for home.*



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Preparing for the Thanksgiving Feast

Whether you're tackling the entire Thanksgiving spread yourself or are just looking for a seasonally appropriate side dish to bring to a neighborhood gathering, MagicKitchen.com can help you get through turkey day with ease. Here are just a few ways we can lend a helping hand.

For Shipping and Sharing

Is your favorite college student or aging parent stuck dining alone this year? Let them know you care about their holiday experience by shipping them a special meal. MagicKitchen.com makes it possible to send your loved ones an order of Turkey Breast with Gravy with all the Fixins like our Apple and Sage Stuffing and desserts like our tender-crust Raspberry-Rhubarb Pie.

For Non-Traditionalists

It's hard to believe but true: there will be guests at your holiday table who do not like Thanksgiving turkey. Fortunately, we've got plenty of alternatives to help you round out your spread and cater to the diverse tastes of your group. This year, consider ordering our superbly cooked Seared Salmon Fillet and our sought-after Crab Cakes for seafood lovers or our elegant Filet of Beef En Croûte Wellington for carnivores who don't care for traditional turkey. Of course if you love turkey, we'll still have our long-established turkey dinner on the menu for everyone else. We'd never get rid of a classic.

For Serving on the Side

This year, don't waste time preparing side dish after side dish when we can provide a selection of standout sides for you. We think you'll love our signature Magic Mashed Potatoes, our big old Bucket of Turkey Gravy and our Apple & Sage Stuffing, which is leagues better than any out-of-the-box stuffing you can buy.

For a Sweet Finish

End your holiday meal on a sweet note by letting MagicKitchen.com supply you with a selection of decadent desserts. Our fruity Olallieberry Pie and airy Ricotta Cheesecake are welcome additions to any dessert buffet, while our Pumpkin Pie just needs a dollop of whipped cream to impress guests. And don't forget: nothing is as welcome on Thanksgiving as a Family Size Dutch Apple Pie that's designed to serve a crowd.

THANKSGIVING PACKAGES ARE AVAILABLE NOW

Looking for the full-meal deal? Whether you're enjoying an intimate dinner for two this year or are seeking a Thanksgiving dinner for six with all the delicious trimmings, our Thanksgiving packages will provide you with the exact menu you need. (Even better? It will taste just like the holiday meals grandma used to make.) Place your order today for a full package or build your own Thanksgiving menu from our vast selection to create an a la carte feast that fits your needs.

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YES, CHEF!

Filet Mignon Salad

This hearty salad is perfect for nights when you have just two steaks on hand but want to stretch the servings to feed a crowd.

Serves 6-8

1 to 2-serving order MagicKitchen.com Rosemary Roasted Potatoes, thawed

1 tablespoon unsalted butter

1 teaspoon minced garlic

¼ teaspoon dried thyme

12 cremini mushrooms, cleaned and thinly sliced

Juice of ½ a lemon

2 MagicKitchen.com Ready for the Grill Filet Mignon Steaks, thawed

½ cup extra-virgin olive oil

2 tablespoons balsamic vinegar

1 teaspoon Dijon mustard

6 cups mixed salad greens

3 ounces crumbled blue cheese

- 1. Prepare the potatoes according to the package instructions.*
- 2. Meanwhile, in a medium skillet set over medium heat, melt the butter. Add the garlic and thyme and cook, stirring frequently, until the garlic is soft and fragrant. Add the mushrooms and cook, stirring occasionally, until soft. Stir in the lemon juice, cover to keep warm and set aside.*
- 3. Prepare the steaks according to the package instructions to your desired liking. Thinly slice the steaks across the grain.*
- 4. In a glass measuring cup, whisk the olive oil with the balsamic vinegar and mustard until combined. Place the greens in a large bowl and toss them with the dressing. Add the warm potatoes and blue cheese and mix well.*
- 5. Divide the salad among 6 or 8 plates and serve with slices of the steak laid attractively over the top.*



Earning an A+

The bloggers have spoken. In our latest online reviews, MagicKitchen.com received praise for everything from our easy ordering process to our delicious chef-prepared meals. Here are just a few excerpts from the latest crop of reviews.

“Better than your average frozen foods, the MagicKitchen.com meal items are uniformly tasty and will please both you and your family.” – Shessmart.com

“Exceptional customer service all around. (A lot of the times even the CEO himself answers the phone and takes your order.) If you’re unhappy with anything, they’ll make sure it gets remedied.” – Webutation.com

“What a lifesaver this [service] is! And it totally beats heading over to the drive-thru for something that is really just junk. MagicKitchen.com has healthy options that you will most definitely want to eat! This makes it easier to feed your family something nutritious on those days when you just can’t be tied down to the kitchen for an hour.” – Stuffparentsneed.com

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Feeding Special Needs Guests

We get it: your aunt is a vegetarian, your grandpa is a diabetic and your mom's gone gluten-free just in time for you to host the whole family for the holidays. Fortunately, MagicKitchen.com can help you find dishes that cater to every special diet at the table, and leave you with ample energy to spare.

So click on over to our HomeStyle Healthy menu and get shopping. To create this menu, our chefs have whipped up a selection of dishes that are dairy-free, diabetic friendly, gluten-free, low carb, low cholesterol, low fat or low in sodium. We guarantee options like our low fat Chicken with Rice Soup, diabetic-friendly (and best selling) Chicken Ana Luisa and gluten-free Crustless Spinach Quiche will be a big hit among those with special diets and everyone else at the table as well.



Introducing New Complete Meals

Judging from customer response, our Complete Meals program is a hit. To meet demand, we're creating a whole new selection of complete meals that will fulfill all your dining and nutritional needs without sacrificing flavor. Read on for a small taste of our newest Complete Meals offerings.

For Seafood Lovers

Fish fanatics rejoice: You'll never have to eat another bland, overcooked fish fillet again if you keep a stash of our new baked tilapia dish in your freezer. Our chefs make the flaky white fish more desirable by pairing it with mushrooms in a tomato sauce and side of healthy rice pilaf and grilled vegetables.

Updating the Chicken Dinner

Our chefs really got creative with chicken this season and the new poultry focused entrées in our Complete Meals program prove it. We recommend trying our Zesty Orange Chicken Strips with Corn and Pepper medley, and mixed greens, Grilled Rosemary Chicken with cranberry dressing and steamed carrots, or the more exotic Chicken Apply Curry with Jasmine Rice and Garlic Broccoli. Chicken dinner has never sounded so good.

Stews for the Season

Hearty stews like our Barley and Beef Stew Carrots & Mashed Potatoes are perfect for chilly nights, especially because our chefs planned them to satisfy your hunger and hit all the marks of a complete meal.

Meaty Mains

Carnivores will appreciate our latest meat dishes, among them our Beef Lasagna with Zucchini & Onion Sauté and our homey Pot Roast with gravy, mashed potatoes, and peas & carrots.