



Spring 2016

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

President's Table

Celebrate National Nutrition Month with Healthy Food!

Ever sit down to take a closer look at your diet from day to day? If you've worked with a nutritionist, dietitian, or doctor to fine tune your diet, you probably have. But the vast majority of people don't do this.

In fact, a lot of people get by on less than healthy foods like French fries, burgers, soda, sweet treats, and other heavily processed foods. A recent report published by the Centers for Disease Control and Prevention found that most adults don't eat a balanced diet. About 76 percent of adults don't eat enough fruit per day, and about 87 percent don't eat enough vegetables per day.

And that's a problem. Poor nutrition has been linked to chronic diseases like obesity, diabetes, certain types of cancer, heart disease, stroke, and other chronic conditions.

Malnutrition is particularly a problem among many seniors. A recent study published in the journal *Annals of Emergency Medicine*, found that 60 percent of all seniors over age 65 who visit the emergency room aren't eating a balanced diet.

And we want to change that by inviting you to join us in celebrating National Nutrition Month, sponsored by the Academy of Nutrition and Dietetics.

MagicKitchen.com began as a business designed to make it easier for seniors to eat balanced, healthy meals. We've expanded our reach since those early days to include meals for many special dietary needs. But many of our longtime customers are seniors, like one customer we recently heard from:

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*Did you ever stop to
taste a carrot? Not
just eat it, but taste
it? You can't taste the
beauty and energy of the
earth in a Twinkie.
~ Terri Guillemets*



President's Table Continued

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"I'm a senior and live alone," long-time MagicKitchen.com customer Lorraine said. "I have been ordering monthly for a few years." She recently switched her standing order for vegetarian meals to regular meals. And her taste buds proved it was a smart move after cooking a meal from her new order.

"It was very good, healthy and very easy to heat up," Lorraine said. "Just 5 minutes in my microwave and I had a delicious home cooked meal that I did not have to prepare myself. The variety to choose from is huge, so I know I will never get tired of any of them. And I don't have to go food shopping anymore and lug home bags. I love MagicKitchen.com."

If you're a senior, or know an older person who lives alone, MagicKitchen.com meals can be an easy and healthy way to eat a healthy diet. And even if you're not a senior, but you know your diet needs a makeover, we can help with that, too. Make this month the beginning of eating healthy for the rest of your life!

Michelle Tayler
President

Greg Miller
CEO

Preference Center Serves up Your Favorites

When you walk into a restaurant you use a menu to determine what you would and would not like for your meal. When the server arrives at your table, they provide you with a list of specials for the day to add more options to choose from. All of this takes time. What would be nice is to have a menu that only showed the items that you would potentially be interested in instead of the full menu. It would make choosing your meal much simpler and faster.

In a similar effort, that is why we created the MagicKitchen.com Preference Center. Take a second to tell us a little about yourself, shopping habits, and any special dietary needs, and we'll do the rest. The Preference Center on the MagicKitchen.com website lets you choose what type of emails you want to receive, how often you want to receive them, and which menus you're most interested in. We'll send you an email once a week on Fridays, you can count on it containing just the right mix of ingredients to help make meal shopping easier. Check your email on Fridays, and you'll see a message from MagicKitchen.com about:

First Friday - Promotions and special deals

Second Friday - Information on specific special diets you have signed up for

Third Friday - Promotions and special deals

Fourth Friday - Special notifications, announcements, newsletters

From this list of options, you can also pick which emails you want to receive and which you do not. Take a minute to complete My Preferences, and we'll match you up with the MagicKitchen.com meals and messages to meet your needs.

You can update your preferences at any time by clicking on "Update Your Preferences" at the bottom of any MagicKitchen.com promotional or informational email.

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Healthy Eating for Everybody - We're Here to Help

What's for dinner? It doesn't matter what stage of life you're at, it's a question that's going to come up. You gotta eat, right?

Do you need to get dinner on the table for a growing family? Are you looking for ways to eat healthier with a hectic schedule? Are you an empty nester? Need to adjust your diet to improve your health to lose weight, or manage a medical condition?

Eating a balanced diet is important for your health. Your body needs vitamins and nutrients from food for best health. And even though it's convenient, fast food and highly processed meals are often loaded with empty calories, saturated fat, and sodium.

Eat this, not that. Have more fruits and vegetables. Beware of eating too many refined carbohydrates. You've probably heard advice like this before. And if you're really trying to improve your diet, it can be hard to know which voice to listen to.

We're here to help. MagicKitchen.com has been helping people just like you for over a decade. We're here to help with meal nutrition to eat healthy, and manage medical conditions like diabetes, kidney disease, celiac disease, high blood pressure. Our staff includes a team of professional chefs who prepare every meal with fresh ingredients. Every meal we make was designed and overseen by our registered dietician/nutritionist, and we regularly examine new research in food sciences to make sure our meals are as healthy as possible.

Before you get out your recipe book, go in search of that elusive grocery shopping list that keeps disappearing, or settle for fast food, take a few minutes to check out MagicKitchen.com. You'll find meal selections for special diets, recommended meals to help you achieve your weight-loss goal, meals for one, and meals big enough to serve an entire family.

We're here to help. Check out the menu, pick your favorite meals. And you'll be able to get dinner on the table in minutes.



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March Madness

You hungry? Want to take a break from cooking from scratch, and still eat healthy food? Good, then sign up for a chance to win a \$200 gift certificate for your favorite MagicKitchen.com meals. It's March Madness for basketball fans and Sweepstakes time for MagicKitchen.com fans.

Think about how awesome it is when someone invites you over for dinner and does all the cooking. Pretty sweet, right? If you win the sweepstakes, you can treat yourself to delicious food, complete with your favorite entrée, sides, and even desserts. And it will only take a couple of minutes in the microwave. Or you could use the gift certificate to lighten the load for someone else who needs a break from cooking.

At the close of our Holiday Sweepstakes, Carol M. Henson of Alvin, TX, was the grand-prize winner of a \$500 MagicKitchen.com gift certificate. And James Edward Anderson of New York, NY won the second-place sweepstakes prize, a \$200 MagicKitchen.com gift certificate. And we're doing it again.

Sign up by March 31, 2016 to enter the MagicKitchen.com March Sweepstakes. It's easy, and it's free. Go to <http://www.magickitchen.com/land/nutrition-month-sweeps.html>, and enter your name and email address. That's it. Then kick back and cross your fingers for the Sweepstakes drawing on April 10, 2016

Want to change the meaning of March Madness? Sign up to win the MagicKitchen.com March Sweepstakes for a \$200 gift certificate. For the lucky winner, good food just might outscore basketball.

Giving Back to Those in Need

Stuff happens. It's called life. And you can never really know exactly what the future holds. A crazy work schedule, sudden illness, death in the family, financial challenges, or simply the buzz of keeping up with everyday life, can take a toll.

But it's usually not like that forever. Most people experience ups and downs. If you're feeling pretty good about things right now, there's a good chance you know someone who needs a helping hand. Taking care of their meals can be a great way to help. When someone you know is struggling, finding a way to help can sometimes be difficult.

But it doesn't have to be. One of the easiest ways to show you care is making sure they're eating well. It can be a challenge in the middle of a crisis, and time consuming. Think about all the steps you have to take to prepare a meal at home from the trip to the store, prep work, and cooking time. That's not what you want to be doing when there's some major life event going on.

If you know someone who needs a hand, lighten their load by sending them an order of MagicKitchen.com meals. You can pick out their favorites and have it shipped right to their door, or you can send them a gift certificate and let them pick out health meals that can be prepared in minutes.

It's a great way to give back, especially if you want to help someone who lives miles away from you. Know anyone who needs a break from cooking and a reminder that you care? Place an order for healthy, easy-to-make meals made from fresh ingredients, and we'll take care of the rest.

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