



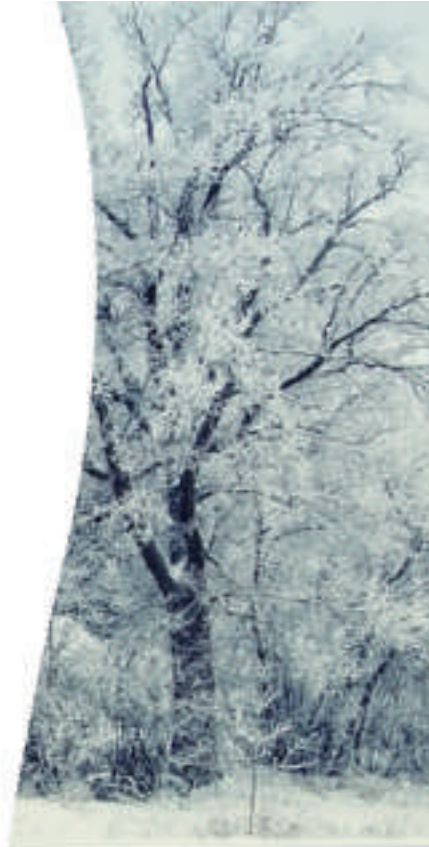
## President's Table

Well, another busy Thanksgiving and Holiday season is past and the clean up is complete. It is always exciting for us at MagicKitchen.com to see all of the new first time customers ordering for loved ones and also for themselves to build a healthier lifestyle. As people have said in the past – You are what you eat!!! Most ailments can be controlled or minimized by having the proper diet. This issue of Morsels is focused on Eating Healthy and Spending Family Time.

As we have seen year after year, the number of people using our special diets menu continues to increase every quarter. Recently we were talking with a business associate and he said to us “Are you ready for the Silver Tsunami?” We talked about that after our call with this individual about the idea of a Silver Tsunami and it really does make a lot of sense with the ever-increasing number of boomers reaching their sixties!

Due to lifestyle and environment, it seems the requirements for special diets to proactively manage a myriad of different health issues is unfortunately becoming very commonplace. We at MagicKitchen.com have always suggested moderation in portions and having a good variety of fruits and vegetables regularly is best for getting and staying healthy. We help all the people we can to ride the wave, stay healthy and live a happy life!! Enjoy...

One program that we will be introducing this quarter is our Corporate Accounts Program. This program will allow special discounts to corporations that order meal packages regularly for employees, friends and customers. We will also be building more specialized packages for companies to choose meal package options quickly and simply. For more information about the Corporate Accounts Program contact MagicKitchen.com Customer Service at 877-516-2442.



*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.*

Edith Sitwell

**Michelle Tayler**  
President

**Greg Miller**  
CEO



# 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 well 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, 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.



[www.magickitchen.com](http://www.magickitchen.com)



# Chatting with CEO Greg Miller

*MagicKitchen.com's CEO Greg Miller is passionate about providing customers with great service and great tasting meals and meal programs. We sat down and talked to him about the Ongoing Meal Plans*

## **Why did you put your new Ongoing Meal Plans program in place?**

Many of our customers loved our meals and wanted to have a regularly scheduled automatic delivery but didn't want to be involved in choosing meals for every order. They told us what meals they liked and said to just keep them coming. So we set up our ongoing meal plans to offer customizable options for the different tastes of individual customers.

## **How do these plans work?**

As I mentioned before, our customers all have different needs and dietary requirements so the plans needed to be flexible for various customer groups, including single seniors, busy families, corporate customers and more. We now have a variety of programs to choose from.

We also have friendly and knowledgeable customer service representatives to answer your questions and assist you in customizing a program to fit your needs. The plan you choose is entirely up to you. One important facet for many of our customers is that once the plan is put in place, they don't need to do anything further to keep enjoying meals. We will take care of everything and the meals will continue to arrive according to the schedule they've set up.

## **Who benefits from the Ongoing Meal Plans program the most?**

Seniors and busy families love this service. Often seniors have spent much of their lives cooking for families. Now that they are getting older, they find they no longer have the desire to cook. Nor do they want to deal with the mess and inconvenience of cooking for just one or two people. Also, many times their grown children are concerned that their parents are not getting the nutrition they need.

MagicKitchen.com meals offer a solution for

every one of these issues and make sure seniors are eating well.

We've also noticed that families with hectic schedules who have no extra help appreciate having a few meals delivered each week. These meal programs are set up for just that purpose.

Families can use our meals to supplement their cooking or to provide their families with complete meals throughout the week. Even busy executives and their families use our meal program as an alternative to eating out in restaurants every night.

We can deliver a few meals a week, or more as needed, to your home or office. Then all you have to do is take a meal out in the morning, let thaw and enjoy a healthy, nutritious meal at your desk or, if you're lucky, in the comfort of your home later that day.

## **Are there any incentives to signing up for a meal program?**

When someone calls in to set up a meal program, they tell us what kind of ongoing program they are looking for. There are discounts provided on each order.

## **How can someone place an order?**

Call us at 877-51-MAGIC (877-516-2442) and we will customize a plan for you based entirely on what you like, what you can eat and how often you want deliveries. I encourage you to try this new program and see how great it will be for you and your family.

There are no commitments and you can start and stop whenever you want. We are always just a telephone call away if you need assistance or if you need to change an order. And always remember that all of our meals are 100 percent guaranteed to your satisfaction!

[www.magickitchen.com](http://www.magickitchen.com)



## Giving Back to Family in Need

We all know someone who needs a bit of assistance these days, whether that person is an aging parent who no longer cooks for himself or a close friend who has just been let go from their job.

MagicKitchen.com knows the best way to help these individuals out is to feed them. Our meal delivery service makes it easy to provide family and friends with tasty, nourishing meals.



You can select the meals you think they'd enjoy, such as our best selling Chicken Ana Luisa, or order them a comfort-food driven meal bundle containing dishes like shrimp fettuccine alfredo or tender BBQ beef brisket.

Or, buy them a gift certificate and let them pick out the meals on their own. Either way, they'll be forever grateful that you reached out and helped feed them during a rough time, and you'll feel good knowing that the special people in your life are well fed.

## Renew Your Resolutions

If you're one of the few Americans who stick to their New Year's resolutions through spring, we applaud your dedication. If you've slacked off on your healthy eating goals, however, know that you're not alone.

That's why we're gearing up to help you get back on track this season. Our nutritious meals and calorie-conscious meal packs make healthy eating a breeze. If you're watching your fat intake, our low-fat meals menu includes flavorful meals such as our Chicken Broccoli Wild Rice Casserole and two kinds of Pierogi.

Our low-carb meals menu includes our divine Beef Bourguignon, while our portion-controlled menu offers such meals as Basil Chicken with Rice & Zucchini Sauté and Beef Barley Stew, Brown Rice & Minted Carrots.



[www.magickitchen.com](http://www.magickitchen.com)