

## SENIOR JOURNAL.COM - Senior Citizens Information and News

<http://www.seniorjournal.com>

Senior Citizen Shopping, Discounts

MagicKitchen Carving Out Niche Online Providing Quality Meals for Seniors

CEO says idea prompted by experience with his elderly parents

June 26, 2007- Today's seniors have more options for receiving quality nutritious meals at home than in the past. Just ask Greg Miller, CEO of My Magic Kitchen Inc., a home-meal replacement business based in Los Altos, California. Miller says his company has been providing quality, tasty and nutritious frozen meals to seniors and busy families across the country for close to two years. And, the company currently offers senior citizen discounts, too.



The goal of MagicKitchen.com is to help seniors save time by preparing healthy meal alternatives for them, prompted by Miller's experiences with his elderly parents and later his father who lived alone.

### Related Stories

[HandiRecords is Handy Checkbook-Size Information Organizer for Senior Citizens, Caregivers](#)

Necessary medical, insurance, contact information organized in one easy-to-access location

May 26, 2007

[Senior Citizen Discounts Can Ease the Cost of Maintaining an Automobile](#)

Most common discounts found at national auto service

centers

*By David Smidt,  
SeniorDiscounts.com*

June 19, 2007

**Read more on**  
[Senior Shopping,  
Discounts](#)

“The desire to cook quality meals each day is not there any more but obviously the need to provide the body with daily nutrients and vitamins is still very strong. Just because the desire to prepare quality food has lapsed, that doesn’t mean the taste buds have gone south,” said Miller.

“In the case of my father, who was my inspiration to start this company, he gradually started to lose weight because he didn't have the ability or interest in cooking his meals each day.

“With an option like MagicKitchen.com, he may have been able to stay in his own home longer than he was able to during his life. MagicKitchen.com wants to help seniors eat more tasty flavorful meals on a regular basis and at reasonable prices.”

Founded in December 2005, MagicKitchen.com provides delicious, wholesome, and cost effective meals without shopping, cooking or cleanup, according to a company brochure.

After the meals are prepared, they are vacuum-sealed and flash frozen which is a quick-freezing technique that locks in flavor, nutrition and freshness. Meals are stored frozen until ordered and then packed in a Styrofoam cooler with dry ice and shipped to the customer’s home. To prepare the meal, all the customer has to do is thaw and reheat it.

Since MagicKitchen.com meals come frozen they can be stored easily in a freezer at home until required. MagicKitchen.com tries to create dishes which can be reheated in either an oven or a microwave for the person who has limited capability to cook in their own home.

Even the product packaging is designed to save cleanup time! Meals are packed in oven-heatable paper trays that can withstand oven temperatures up to 400 F for 30 minutes. After the meal is completed, the paper trays can be thrown away, so there is no need to wash pots or pans.

Putting the various elements of the MagicKitchen.com products together into a complete package is what initially attracts customers and keeps them coming back for more. MagicKitchen.com tries to make each of their products special and healthy given that specific type of dish.

"Our chefs specialize in specific areas to ensure that our products are the best they can be," said Miller.

Lastly, keeping the menu seasonal with a variety of products is also a key to customer loyalty the company says. The menu is adjusted to reflect the season and the availability of local seasonal ingredients. We keep a consistent menu of favorites as well.

Some customer favorites include Egg Plant Parmigiana, naturally low sodium sliced Turkey Breast with Horseradish Mashed Potatoes (Listed as "Magic Mashed Potatoes" on the menu!) and Apple and Sage Stuffing, Shrimp on a bed of Fettuccini Alfredo, Deep Dish Chicken Pot Pie, Stuffed Chicken Ana Luisa with Fresh Cut Corn Medley, Macaroni and Cheese, Chocolate Ganache Cake and the MagicKitchen.com special dessert "Panna Cotta"!!

Due to customer requests, they have also recently added an entire section on the menu for Healthy Choices meals.

Sixty-five percent of our customers are seniors," Miller acknowledges. Since many seniors don't have access to the Internet, the company made it a priority to also accept phone, mail-in and fax orders as well as distribute a mail-out catalog.

For more information:

>> [Read a review about Magic Kitchen](#)

>> [About MagicKitchen Senior Citizen Discounts, click](#)

>> the Magic Kitchen Website ([www.MagicKitchen.com](http://www.MagicKitchen.com))

>> For a menu and catalog by phone, call (877) 516-2442