

MARSELS



Fall / Winter 2011

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

President's Table

We've just started making our holiday plans but before we know it, we'll be gathering around the table with close friends and family to celebrate and have delicious meal after delicious meal.

But while we all wish we could create a scratch-made spread for every get together, the reality is that we're often too busy with day-to-day life to find the time we need to prepare elaborate holiday feasts. We at MagicKitchen.com know this reality all too well, so this season we're giving you time to tackle your extra-long holiday to-do list by taking care of all your dining needs.

We're bringing you a full menu of fresh, chef-prepared meals with options for every occasion and a selection of new menu items to satisfy your every craving (see page 2). We're standing by to help you plan festive holiday buffets, memorable office parties and celebratory meals that your family and friends will praise again and again. And don't forget – our meals also make great gifts (see page 3 for ideas) whether you're looking for a thoughtful stocking stuffer for aging parents or relatives, your college-aged kids or thank you gifts for your staff.

And while we're on the topic of giving thanks, we'd like to raise our glasses and toast Apple's innovative co-founder and CEO Steve Jobs, who died this past October after a long battle with cancer. We are indebted to Jobs and his fellow pioneers of technology as they have ultimately allowed businesses like MagicKitchen.com to exist and thrive.

Happy Dining!

Michelle Tayler
President

Greg Miller
CEO

www.MagicKitchen.com

*"November comes
And November goes,
With the last red berries
And the first
white snows.*

*With night
coming early,
And dawn coming late,
And ice in the bucket
And frost by the gate.*

*The fires burn
And the kettles sing,
And earth sinks to rest
Until next spring."*

- Elizabeth Coatsworth





An Enticing Selection of New Meals

If you've tired of traditional cold weather dishes, let us liven up your menu rotation with a host of flavorful new meals. Below is a list of the items new to our menu, though we also have several new main courses (Pot Roast, Penne with Meatballs, Corned Beef and more!) since our last printed catalog.

Mashed Sweet Potatoes

To create our newest fall side dish, our chefs riffed on everyday mashed potatoes by mixing mashed sweet potatoes with butter and a pinch of cinnamon. Our easy-to-prepare Mashed Sweet Potatoes will earn a regular spot at your weeknight dinner table but we think the dish is a great go-to option for special occasions too.

BBQ Baked Beans

There's nothing quite as satisfying as a serving of BBQ Baked Beans on a blustery fall night. This smoky side dish gets a hint of sweetness from bacon and a deep flavor from a long, slow cooking time. When we're on the hunt for an easy dinner, we like to pair it with our hearty Beef Rib-Eye Steak and a slab of cornbread. It's a quick, delicious and filling meal.

Tomato Basil Bisque

Chilly weather calls for a belly-warming bowl of soup like our new Tomato Basil Bisque. Our chefs jazz up traditional tomato soup with the addition of basil and spices that turns our soup into a satisfying meal.

Chicken Parmigiana

We're bringing you a taste of a timeless Italian dish with our new Chicken Parmigiana entrée. Our chefs melt mozzarella and Parmesan cheeses over crisp breaded chicken, then serve it with a generous helping of marinara sauce to create a perfect match for a green salad and heaping bowl of pasta.

Lemon Poppy Seed Toaster Cakes

Get a delicious breakfast on the table with ease by placing an order for our zesty Lemon Poppy Seed Toaster Cakes. Our chefs tweaked the recipe for our extremely popular Cornbread Blueberry Toaster Cakes to create little cakes with an appealing lemony flavor. All you have to do is pop them in the toaster to make a breakfast the whole family will love.

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Giving The Gift Of Good Food

Food might not be the most glamorous gift but it is a practical, useful present that comes from the heart and helps your loved ones eat well during the holidays and beyond. So when you're looking to give a thoughtful gift, look no further than MagicKitchen.com's selection of options.

Consider ordering a meal bundle for aging relatives who no longer cook for themselves or a selection of holiday meals for family members who can't make it home for the festivities this year.

Can't decide what the gift recipient would like to eat? Our gift certificates are great options for those individuals who would prefer to select meals on their own.



Meeting Your Special Needs

Whether you are following a diabetic friendly diet or entertaining guests with special dietary needs, we're ready to serve you with our HomeStyle Healthy menu.

Our chefs cater to special dietary needs without sacrificing flavor with 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 Vegetable Barley Beef Soup, diabetic-friendly Chicken Ana Luisa and gluten-free Crustless Spinach Quiche will be a big hit.

Yes, Chef!

Corn Salad

This colorful corn salad is an attractive side dish for Thanksgiving dinner, holiday dinner parties and casual family meals.

Serves 4

4-serving MagicKitchen.com
Fresh Cut Corn Medley, thawed
½ small red onion, finely diced
3 tablespoons apple cider vinegar
3 tablespoons extra-virgin olive oil
¼ teaspoon salt
½ teaspoon black pepper
½ cup thinly sliced fresh basil leaves

Transfer the Corn Medley to a large bowl. Mix in the red onions, apple cider vinegar, olive oil, salt and black pepper until well combined.

Just before serving, toss in the basil. Season the salad to taste with salt and pepper. Serve the salad at room temperature or cover and chill to serve cold.





Filling Your Freezer For the Season

Whether you're hosting dinner for 12 this holiday season or are looking for seasonal dishes to send to family in need, MagicKitchen.com can help you create a memorable meal for everyone – including yourself.

For the Classic Diner

It's oh-so-trendy to update traditional holiday dishes with modern touches. And yet, we know that some of our customers still prefer to dine on the classics. That's why we've kept all the old standards on our menu, including a 3.5 pound roasted turkey breast dinner that can serve as the centerpiece of a holiday meal.

For the Non-Traditionalist

Tired of turkey? We've got a bunch of "un-turkey" dinners for you. Try creating a true feast with our incredibly tender Beef Short Rib Roast, our best-selling Magic Mashed Potatoes and herb-laced Buttered Carrots. Or look to the sea and let our rich, delicious Seared Salmon Fillet stand in for the turkey at your holiday dinner this year.

For the Vegetarian

Vegetarians are in luck: we've got a vegetarian meal bundle that contains all the fixings needed for a memorable meat-free meal. The enticing collection of dishes includes our Fire-Roasted Vegetables en Croûte, our bestselling Eggplant Parmigiana, a hearty Vegetable Stew and Verdura Gourmet Artisan Flatbread and a light Spinach Mushroom Lasagna with Pesto. For dessert, there's a tub of our perfectly portioned Coffee Cake Bites and selection of addictive gourmet cookies.

For the Dessert Lover

Forget the store-bought pie this year. Our dessert section is ready to be devoured for the holiday season. We're particular proud of seasonal selections like our traditional Pecan Pie, velvety Chocolate Ganache Cake and family-size Vanilla Bundt Cake. Place an order for all three desserts and you'll have something sweet on hand whenever you need a decadent finish for a holiday meal.

