

Expanded Product Line Forces MagicKitchen.com to Move to New Larger Distribution Center

Shipping Costs Reduced Nationwide.

Los Altos California (December 1st, 2008) - MagicKitchen.com proudly announces the opening of their new expanded distribution center in Kansas City, MO. Previously meals were shipped from facilities in Oakland, CA. and Miami, FL. Today the previous facilities are now closed and their inventories have been transferred to Kansas City.

"MagicKitchen.com had been exploring various options for warehousing our frozen products inventory for several months and we were extremely excited to find a facility with extensive freezer space and much less expensive UPS shipping costs to all areas of the country. We now ship everywhere in the continental US via UPS ground service which will significantly reduce delivery costs and reducing the overall cost to the customer by as much as 25%-30%." said Michelle Tayler, President of MagicKitchen.com. "Since many of our ongoing meal program customers were not located close to our prior warehousing facilities the cost of shipping was a significant part of the cost paid for our service. Now with these reduced costs for delivery, our customers are very excited to hear that we will be bringing down our total cost for our ongoing meal programs."

"Since the introduction of our full line of diabetic friendly meals in August 2008 our frozen storage requirements expanded significantly. We found an excellent facility that is central to all parts of the continental US and we can ship products nationally with minimal expense to the customer. Aside from lower costs of doing business in Southern Missouri, the delivery costs for our orders will assist to help grow our Eastern United States business." commented Greg Miller, CEO MagicKitchen.com. "This change in warehousing will allow us to continue to grow at an unprecedented rate. This will help to reduce our costs as well as to reduce our retail pricing to our customers. It is definitely a win-win. Given the way the economy is today, it is important to see financial stability and cost effective pricing from your suppliers."

About MagicKitchen.com – MagicKitchen.com is a rapidly growing web-based company that offers a full menu of chef prepared gourmet meals delivered to client's door nationwide, including Alaska and Hawaii. Founded in 2005, MagicKitchen.com has been revolutionizing the way busy Americans eat with hand prepared gourmet meals. MagicKitchen.com uses only top quality ingredients that are packaged, flash frozen and delivered to the customer's doorstep. The company also actively participates in community fundraising. Information on the company is available by calling 877-51-MAGIC (877-516-2442) or visiting www.MagicKitchen.com. The company contact is Greg Miller, CEO of MagicKitchen.com, who can be reached at Greg@MagicKitchen.com or 650-941-2260.

Contact Information

For more information contact Greg Miller of MagicKitchen.com (<http://www.magickitchen.com>)
650-941-2260

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