

Alumni Spotlight: Gabriel Ankamafio '07 (Biology)



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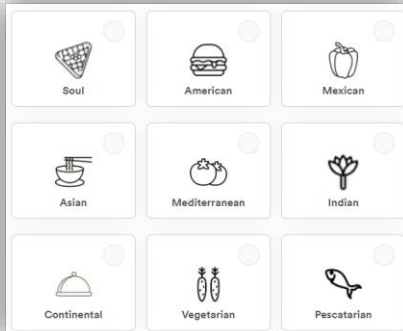
Gabriel Ankamafio

Homechow's meals are hot and ready to eat. Are you a person who doesn't have time to shop and cook? Read this story about how you can get healthy and nutritious meals delivered right to you!

"We bring you a ready-to eat meal within the hour you choose, and we can re-route your food to wherever you are."



For more information visit <https://homechow.co/>



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Homechow meal service delivers whole enchilada, other culinary choices

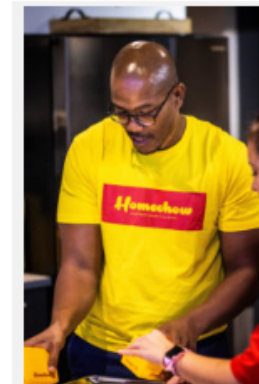
By: Kevin Okobajja November 10, 2022

First there was pizza delivery. Then came food delivery apps, followed by prepare-at-home meal kits.

Now comes a service that rolls it all into one.

With a motto of "Everyone's private chef," Homechow promises to bring hot, gourmet cuisine to whatever door you choose, be it your home, your office, your co-work space or even your soccer field or hockey rink.

Whereas Home Chef, Blue Apron and Hungryroot deliver fresh, pre-portioned ingredients that simplify meal preparation, the Homechow meal subscription service does everything but eat the food for you.



Gabriel Ankamafio, founder of Homechow, preps meals. (Photo provided)

"Everyone everywhere eats," founder and CEO Gabriel Ankamafio said. "We bring you a ready-to-eat meal within the hour you choose, and we can re-route your food wherever you are.

"It's a personal concierge service; you're not dealing with a third-party delivery service, and you get good, quality, fresh gourmet meals."

A native of Ghana, Ankamafio, 43, earned a biology degree from Roberts Wesleyan College in 2007 but realized the field wasn't going to be his focus. "That wasn't for me," he said.

He has since become a bit of a serial entrepreneur. He co-founded Fanshows, a footwear company, in Rochester in 2009; is in the continuing development of Dropship, a marketplace for branded goods that began in Los



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Angeles but has since shifted to Rochester; and now is launching Homechow.co here.

The meal service offers two plans, a 10-pack, with a price of \$17 per meal, and a 21-pack, at \$14 per meal, with delivery Monday through Friday. A family plan (at \$12.50 per meal) is in the works, and it will include weekends. Most entrées are six ounces, with sides measuring three to four ounces.

Delivery is included in the price, and your preferred payment method is charged at the end of the meal pack cycle. And if you're out of town, or your plans change, meals also can be gifted to others.

For now, orders and plans can be created on the website, but Ankamafio said he expects a companion mobile app to be operational by Dec. 1.

There are nine cuisines (American, Asian, Soul, Mexican, Mediterranean, Continental, Indian, Vegetarian and Pescatarian) to choose from and a total of 65 different meals. Clients choose three cuisines, and can also opt out of certain ingredients. Hate mushrooms? You won't get mushrooms, Ankamafio said.



Homechow meals, freshly prepared and ready to ship. (Photo provided)

“We want to make it fun. An hour or two before, you’ll learn what your next meal is.”

The twist? You're not necessarily going to know what you'll be eating until lunchtime or dinnertime nears. If you chose Mexican as a cuisine, you may get enchiladas, or you could get tamales.

“We want to make it fun,” Ankamafio said. “An hour or two before, you'll learn what your meal is (via text and email).”

Homechow has set up central kitchen operations in the former Farmer Jon's building on Ridgeway Avenue in Rochester, with satellite kitchens in Webster and Fairport to accommodate demand.

The firm also has had conversations with businesses that are interested in catering a meal or meals for shift workers, Ankamafio said.

Jeffrey Carter has been hired as vice president of foodservice operations. He has previous experience at the Genesee Valley Club and Rochester Yacht Club.

Homechow did its initial test launch in Ghana, then moved to Rochester and spent the past three months test-marketing here.

“We have proven the method and we have proven the model,” Ankamafio said. “The responses from blind testings were very positive. We think there is the potential for 30,000 meals a day here.”

For now, meal service starts around 10 a.m. and will end around 8 p.m. Eventually, however, Homechow intends to provide 24-hour service.

The one obstacle: cash flow.

“We're going through seed funding now and we're hoping to raise \$550,000,” Ankamafio said. “We dream big but we've already built the model. There's no service like this.”

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