

EATER

Kim Kardashian's BFF Jonathan Cheban Has Launched a Meal-Kit Delivery Service

The FoodGod is back



Reality TV person/Kim Kardashian bestie Jonathan Cheban's emergence as a food-world fixture continues. The self-described FoodGod has unveiled a meal-kit delivery service,

reports *People*. Prepped Delivery, as the venture is called, offers "chef-prepared meals using freshly sourced ingredients from local farms and suppliers," according to its website.

"People were always asking me about where to go and what to eat," Cheban told *People*. "No one eats at restaurants as much as I do. So I wanted to do something gourmet, but accessible for everyone."

Prepped serves a weekly menu with dishes such as glazed salmon, almond-crusted chicken tenders, and pumpkin ravioli. For the diet-minded customer, the service includes low-carb plans, which come with "a list of preferred snacks, breakfasts, etc." and exercise tips from hunky co-founder Matthew Elonis. (Elonis also uses the website as an excuse to show off a photo of his shirtless, sculpted bod.)

While there is no subscription required, customers must purchase five, 10, 15, or 20 meals at a time. Most cost between \$8 and \$12. Prepped's in-house chefs prepare the meals to the point that customers only need to heat them up.

While Cheban now aims to feed his two million social media followers in their own homes, he has previously attempted to draw them into his own businesses. In February 2015, he launched what (he hopes) will be the first location for his Burger Bandit chain on Long Island. Cheban also operates **Error! Hyperlink reference not valid.** And, of course, there was the

idea for Reality Cafe, his bizarre reality television-themed eatery in Las Vegas that shockingly failed to materialize.