



**EL DORADO COUNTY
PLANNING & BUILDING DEPARTMENT
ECONOMIC DEVELOPMENT DIVISION**

2850 Fairlane Court, Placerville, CA 95667
Phone (530) 621-5595

Foodom

El Dorado Hills, CA

<https://www.myfoodom.com>

FOUNDER(S): Reneta Jenik

Reneta Jenik is from El Dorado Hills and would like to grow headquarters in El Dorado County. Foodom is currently employing chefs in El Dorado County.

SECTOR: Health & Wellness

RECOMMENDED AMOUNT: \$2,500

USE OF FUNDS: Support an employer/corporate partner engagement event to test value proposition and support potential pilot activations and customer acquisition.

DESCRIPTION: Foodom is a marketplace to prevent, manage, and reverse diabetes with food as medicine. Foodom connects families with local, trusted chefs for weekly personalized meal prep in the comfort of the family's home starting at just one-hundred dollars (\$100) a visit (or five dollars [\$5] a portion). The goal of Foodom is to promote healthy meal choices for families, reduce the prevalence of diabetes in the US, and encourage sustained healthy habits by offering a fully stocked fridge with convenient meal options for the entire week. Foodom's asset-light model is doing to commercial kitchens what Uber did to taxis and Airbnb did to hotels, and they are operating free of restrictive regulation.

GRANT ALIGNMENT:

- Local talent
- Potential for employee growth
- Potential for local partnerships
- Improved health and wellness