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Third Ward's "Food plug"

Jour 132

Professor Sandifer-Walker

Third Ward's "Food Plug"

"Beep! Beep! Beep!" He wakes up early in the morning buried underneath a pile of homework and band sheets.

His phone vibrates violently with a wave of new messages. "Another day, another dollar," he mutters to himself. He flips on the lights, gathers his pots, turns on his stove, and gets to work.

Looking through his phone he can tell today is going to be a very busy day.

"Oh that smells good!" He smiles to himself, his apartment neighbors are no strangers to his business, there's always some pleasant aroma coming out of his place.

With his messages still flooded with requests, he informs some of his customers he'll have their orders delivered to them by tomorrow, he still has to deliver today's orders and restock on groceries.

As soon as he's done cooking, he wipes the flour off his shirt, places the tasty dishes in to-go boxes, and starts his long journey delivering.

Third Ward is not a small area so he'll have a lot of ground to cover if he's to get to everyone before band practice.

Meet Ishmael Wilson, a.k.a the "Houston Texas Food Plug" on instagram, what you just got was a taste in the everyday life of Third Ward's "Food Plug".

From being a talented chef, to a bass drum player in the Ocean of Soul, to a college student at Texas Southern University, Ishmael does it all.

He can also cook it all. You name it, he's made it, from glazed donut burgers, cinnamon bun breakfast cereal sandwiches, to chicken and sausage cajun pasta. Out of all these menu items, his customer favorite is his Boudin Balls.

“They're really tasty, easily my favorite item on his menu! No one does it like Ishmael.”
Comments by college student Gentry Anderson.

Ishmael's days are usually really busy, from handing out flyers and menus on the TSU campus to promote his business, to delivering food to local celebrities such as University of Houston's star basketball player Dejon Jarreau. Ishmael's cooking has grown to be very prominent in the greater Third Ward of Houston.

When not in class or serving hot plates in the Houston area. You could often find Ishmael at band practice. During the summer he competes in band competitions all around the country with the Ocean of Soul.

From the humble beginnings of earning tips working at Fiesta seasoning food, to Third Ward's flavor savior, Ishmael hopes to own a food truck by the end of the year so he can serve a greater number of people.

Ishamel didn't learn all this on his own though, every great student has a great teacher, and that would be his mom, his inspiration and the one who taught him all about cooking.

When asked about the challenges of being a student, band member, and chef, he admits that it can be tough at times, but the motivated chef doesn't let that deter him from his goals.

“If I don't hustle, how am I going to feed myself? I don't want to be working a 9 to 5 on anyone's schedule, having my own schedule as a college student...it fits perfectly with my lifestyle.”

The “Houston Texas Food Plug” is just a college student with a talent and a dream.
His story shows us all that if you're willing to work for it, you can make it happen.

Ishamel's message to his customers present and future, “thank you for supporting me, it's only up from here, I have a lot of stuff planned, stay tuned, and I will get better.”