

Springfield Business News

Featuring stories published in the Springfield Beacon newspaper about businesses and business activity in Springfield, Oregon.

Monday, November 19, 2007

Beginnings: Cafe Yumm! Opens In Springfield

Yumm!ers Debut At Gateway

Published on November 21, 2007



Cafe Yumm! - The Crossroads

3340 Gateway Street

Phone: 747-9866

Open: 8 am - 9 pm Mon. - Sat.

10 am - 6 pm Sunday

Website: www.cafeyumm.com

The Business: A uniquely Northwestern eatery, Cafe Yumm! is celebrating its 10th year of serving quick-casual food. Well-known for

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its signature rice and bean Yumm! Bowls, bentos, salads and soups covered with various specialty sauces, the restaurant features freshly prepared meals made with organic ingredients. Along with lunch and dinner entrees priced from \$4.45 to \$6.75, their breakfast menu includes deluxe scrambles and bagels as well as original Yumm!ettes, Wrappits, and other specialties.



Their Vision: "To serve beautiful, delicious, healthful, high-quality, soul-satisfying, deeply nourishing food."

The Springfield Location: With its "open for growth" attitude combined with business expansion of the Gateway area, Springfield was an easy choice for the new franchise owner. The high visibility, high traffic location at the Crossroads (near Best Buy and Staples) offers several new restaurant options for people living, working, and shopping in the Gateway area. And with nearby hotels and the opening of the new hospital in 2008, Cafe Yumm! is welcome to be in a growing neighborhood in our community.

The Franchise Owner: Zack Hegge began working in his family-owned frozen yogurt franchise when he was a teenager in Laguna Beach. Having spent his summers in Oregon visiting his great grandparents farm near Yoncalla and their family cabin on the Umpqua River, Zack's love for the state led to his decision to attend college at Lewis & Clark.



His entrepreneurial spirit guided his work experiences over the years, leading Zack to start Fresh Directions LLC. He was researching other business possibilities in Thailand when he learned during an on-line search that Cafe Yumm! was beginning to offer franchises. He had eaten at their restaurants many times and knew the company was a good fit for his values and business mission.

Their Employees: Manager, Andy Steinmeyer, guides a staff of 24

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people -- many who are college students working part-time -- hired during a job fair which attracted over 60 people. His friendly, outgoing crew of "Yumm!ers" rotate jobs -- getting to know the customers they serve while having fun doing their work.


Environmental Values: The modern, eclectic design of the eatery demonstrates the company's commitment to the environment and sustainability. Customers sit on remilled wooden chairs at tables made of pressed, recycled paper -- all atop a flax-based flooring material. Take-out utensils, cups, and containers are made with biodegradable materials. And the company supports wind-powered sources for its electricity needs.



The Future: Owner, Zack Hegge, eventually plans to offer catering to local businesses -- serving casseroles of Cafe Yumm! specialties and other dishes.

Notable Quote: "We serve food that makes our customer's exclaim, "Yumm!".

-- Todd Peterson, *The Springfield Beacon*

Posted by The Springfield Beacon at 10:41 AM 

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