



## Press Release

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### **CAFÉ YUMM! RELEASES NEW, MORE ENVIRONMENTALLY SUSTAINABLE PACKAGING OF YUMM! SAUCE®**

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Beau Delicious! International, LLC – Franchisor of Café Yumm!

Beau Delicious! International, LLC dba Café Yumm! proudly announces that it has transitioned packaging of Yumm! Sauce from glass jars to a more environmentally-friendly alternative tub and sleeve container.

Shipping begins this week of the lighter-weight containers consisting of 6.0 oz. PETE clear plastic tubs, number 7 recyclable with no BPAs. Each tub is topped with a clear sealing film and is wrapped in a 100% post-consumer paperboard sleeve printed with soy-based inks.

“This new packaging reduces our environmental footprint in three important ways,” says co-founder Mark Beauchamp.

“First, we are using a lighter-weight, recyclable material. Light-weighting focuses on container performance optimization while reducing weight. This results in lower shipping costs, thus lower product costs to our customers. Plus, less packaging materials go into the waste stream.”

“Second, using post-consumer paperboard sleeves creates more demand for recycled material, thereby reducing the use of virgin paper products.”

“Finally, using soy-based inks is the environmentally sound choice. You can actually compost the paperboard sleeve,” suggests Mr. Beauchamp.

Another benefit of the new packaging is that more information about Yumm! Sauce can be provided to each customer on the inside of the paperboard sleeve.

“The paperboard sleeve allows us to tell the Yumm! story and to provide a unique recipe for how to use our deliciously addictive Yumm! Sauce,” explains Yumm! Sauce creator Mary Ann Beauchamp.

All of these benefits further support Café Yumm!’s commitment to a more sustainable business model. That model balances environmental, social, and economic considerations in what is called the Triple Bottom Line. Café Yumm! has been recognized as a leader in this area having received the 2007 Chamber of Commerce Award for Environmental Values.

Yumm! Sauce is available in three flavors: Original, Roasted Garlic, and Chipotle. It can be used as a salad dressing, a sandwich spread, a dipping sauce, a basting sauce for grilled or baked items, a topping for baked potatoes, or as a delicious alternative to butter, ketchup, mayonnaise, mustard, or sour cream.

Yumm! Sauce is sold at all eight Café Yumm! restaurants and at selected grocery outlets in Oregon, including Market of Choice, New Seasons, Lamb’s, Food Front, and Whole Foods.

#### **About Café Yumm!**

Beau Delicious! International, LLC operates and franchises Café Yumm! restaurants. Café Yumm! serves *Soul satisfying. . . Deeply nourishing*<sup>®</sup> signature Yumm! Bowls, bento, salads, and soups complemented by delicious specialty sauces. Since the first location opened in 1997, Café Yumm! has continuously offered high-quality organic ingredients, freshly prepared in a distinctive, comfortable atmosphere. Café Yumm! is the 2007 Chamber of Commerce Emerald Award Winner for Environmental Values. To learn more, visit [www.cafeyumm.com](http://www.cafeyumm.com).

SOURCE: Beau Delicious! International, LLC, franchisor of Café Yumm!, 456 Charnelton, Eugene, OR 97401.