



**CAFÉ  
YUMM!**

## **Press Release**

Eugene, Oregon-March 29, 2007

### **CAFÉ YUMM! EXECUTIVE JOINS RANKS OF CERTIFIED FRANCHISE PROFESSIONALS**

LAS VEGAS (Feb. 27)— Vice President of Franchise Development for Café Yumm!, John Shickich, from Eugene, Oregon was recently recognized as a Certified Franchise Executive by the Institute of Certified Franchise Executives during the annual convention of the International Franchise Association in Las Vegas, Nevada. Mr. Shickich received this honor after completing a comprehensive course of study in franchise management over the course of several years. The institute is the academic branch of the International Franchise Association's Educational Foundation. IFA, the world's largest and oldest trade organization representing the franchising sector, counts among its members more than 1,100 franchise systems, 8,000 franchisees and 400 suppliers.

Before joining Café Yumm! in January this year to develop and promote franchising opportunities, Mr. Shickich served over 15 years as a Senior Vice President for Taco Time International, Inc., formerly headquartered in Eugene. Mr. Shickich also holds an International Business Certificate Diploma from the Netherlands School of Business. He graduated from the University of Oregon School of Law in 1987.

Although more than 500 candidates are currently enrolled in the Certified Franchise Executive program and over 200 have previously graduated, Mr. Shickich is the only person to become certified from the State of Oregon.

Candidates must complete a rigorous course of study to earn the CFE designation, which includes attending institute-sponsored educational seminars, workshops, and years of professional experience. The program is designed to enhance franchising professionals' understanding of the sector's fundamental and complex aspects.

**About Café Yumm!**

Café Yumm! operates two popular fast-casual restaurants in the Eugene/Springfield area serving soul satisfying, deeply nourishing signature Yumm! Bowls, bentos, salads, and soups covered with various specialty sauces. Café Yumm! offers fresh, high-quality ingredients, freshly prepared in a distinctive, comfortable atmosphere. Through our values, including pursuit of the Triple Bottom Line balancing Social, Environmental, and Economic considerations, Café Yumm! offers ingredients that are sustainably grown and naturally raised. Café Yumm! opened its first restaurant in 1997. To learn more, visit [www.cafeyumm.com](http://www.cafeyumm.com).

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SOURCE: Beau Delicious! International, LLC, franchisor of Café Yumm!

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