



**Fred Meyer**  
What's on your list today?




**15**

Duet Bouquet  
15 stem.

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**LIFE** FOOD

## RESTAURANTS

# A Eugene original

### Café Yumm!'s rice-and-bean bowls are in a category all their own



**1/2** – The Yumm! 'N' Greens Bowl has organic brown rice and organic black beans, Original Yumm! Sauce, mild red salsa and is served on a bed of organic field greens and topped with tortilla chips. It also includes cheddar cheese, diced tomatoes, fresh avocado slices, sour cream, black olives and cilantro. (Brian Davies/The Register-Guard)

**BY CARA ROBERTS MUREZ**

*For The Register-Guard*

MAY 3, 2017



**B**efore there was a Café Yumm!, Mary Ann Beauchamp was making herself bowls of brown rice and beans topped with a homemade sauce for lunch.

Those bowls soon joined the menu at the Wild Rose Café & Deli she ran first in south Eugene, starting in 1991, and later in downtown Eugene, while her husband, Mark Beauchamp, worked in real estate.

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When the couple was looking for a new idea to fill a small leased space, where their juice bar had failed, they decided that her Yumm! bowls were a perfect idea.

“We said let’s take this rice and bean dish that has become so popular, the simplest thing Mary Ann made,” said Mark Beauchamp.

They called the place Café Yumm!

“People immediately embraced it. They liked the simplicity and the good value, filling, nourishing,” he added.

That was in 1997. Since then, Café Yumm! has expanded and evolved. In 2001, when the couple was losing money on their two existing restaurants and wanted to open a third, they sought out local investors. That created the framework for what Café Yumm! is today.



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Now, Mark and Mary Ann own three restaurants as franchisees — at Oakway Center, at The Meridian in south Eugene and on Broadway near the University of Oregon.

Meanwhile, Mark also is president of Beau Delicious! International, the parent company and franchisor, which also operates six additional Café Yumm! restaurants.

Other franchisees run “unaffiliated” Café Yumm! restaurants in several Oregon cities and in Washington, using the brand’s model.

**Question: How would you describe Café Yumm! today?**

*Mark Beauchamp: We call it uniquely Northwest because it doesn't fit into any particular category. It has worldly flavors. We are not any particular ethnicity, any style, any country, any region. Our most popular items are our bowls, our Yumm! bowls. They're layered dishes with various toppings and sauce. .... This is what we do. What is it like? It's like nothing you've ever eaten before. Even our guests tell people this. We ask them to describe it. It's really hard to describe. ... Bowls are becoming more popular because most of the people in the world eat out of bowls, but traditionally Americans don't.*

**Question: So, Yumm! bowls are your most popular items. Is the best seller the Original?**

*Beauchamp: That's the No. 1 seller. The Jazzy is the second.*

**Question: What else is popular here?**

*Beauchamp: The soups are very popular. ... We serve it in three sizes, which is unusual. It makes our operations more complicated. Three size bowls, three size soups. Our catering is very popular.*

**Question: Is the catering menu the same as the restaurant menu?**

*Beauchamp: We can serve anything in catering. Our catering menu has bowls, salads, skewers; kind of the core of what we do.*

**Question: What are some examples of the soups that you serve?**

*Beauchamp: African Groundnut Stew, our Moroccan Chickpea, Hickory Lentil. ... Tortilla Cheese is very popular. People like cheese. The other aspect that is very strong with us and people really appreciate is the amount of specialty diet, special dietary needs (we meet.)*

**Question: It's generally health too?**

*Beauchamp: Generally depends on what is your version of health. ... We show (customers) an alternative way of living and thinking and eating. It's their choice whether they're going to do that or not. We don't preach to people about what they should do or what they should think. ... If they want to experiment with something new and different, then they do and they find it changes their life. ... We have to listen to our guests. We have to answer to their interests and their needs. That's why we have to have a broad offering and appeal to people that some of these ideas are new to.*

**Question: What do you eat when you're here?**

*Beauchamp: I think one of the best items for that complete meal is the Yumm! 'N' Greens because it adds those vegetables, the organic field greens and it just caps it all off. ... That's what I've been eating recently. We're catered to our office every day ... The person who orders, I just say order me a different bowl every day.*

**Question: Why do you think people like Café Yumm?**

*Beauchamp: It's different. It's quick. They feel nourished. They don't just feel full, they feel nourished. ... For me it was a bit of a mystery because it's the way we've always eaten. It's basic food. The kids like it. It goes across so many demographics. The commonness is people are looking for something different and something that's healthy. ... And you can customize it. You can design your own bowl or your own sandwich or your own salad.*

**Question: What's next?**

*Beauchamp: What's next is continual innovation, evolution, refinement of not only what's called the environmental design, the experience within the four walls, but also the evolution of our*

*menu and our food. ... Nourish humanity and the world. That's our purpose statement. It means a lot. ... It's go out in the world and do good and hope by doing good we can do well.*

*Cara Roberts Murez is a freelance writer who lives in Eugene. She has worked as a writer in Oregon for the past 20 years.*

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## CAFÉ YUMM

Where: Six area locations — 130 Oakway Center; 1005 Green Acres Road; 730 E. Broadway; 1801 Willamette St.; 3340 Gateway St., Springfield; and 3333 RiverBend Drive, Springfield.

Menu: Known for its bowls of rice, beans and toppings, especially its unique Yumm! sauce. Offerings also include soups, salads, meat and tofu skewers with international flavors.

Information: Visit [www.cafeyumm.com/locations](http://www.cafeyumm.com/locations) for specific location hours and phone numbers, as well as other locations throughout the state and in Washington.

*"We call it uniquely Northwest because it doesn't fit into any particular category."*

**– Mark Beauchamp, Cafe Yumm! president and co-founder**

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**JimJohnson**  
*5 days ago*



Love that Yumm sauce. Throw a couple tablespoons in with kale sauted with onions and bacon... heavenly.

 1 Reaction

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**Slo**  
4 days ago



On the nose. You leave full and pleased with yourself that you actually have eaten something you like and that's probably healthy. It's all good.

 Flag  React  Reply



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### RESTAURANTS

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### FOOD

#### Food Notes: Classes and events



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### BUSINESS

#### Higher-tech high school

Elevate Lane County, an ambitious tech career development program, takes off, offering industry experience to Lane County students and teachers

Some fresh new faces are starting to show up at software, Web development and other tech firms in the Eugene-Springfield area. Seven area high-schoolers recently began tech internships that will run through early June. Once ...

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### HEALTHY FAMILIES

## Nature's healing effect: Scott Kloos explores medicinal uses of plants

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### INTERIOR DECORATING

## La-la decorating extravaganza

Los Angeles fashion designer combines vintage, eclectic and modern elements for a festive getaway in hometown Eugene

Kris Pederson is proof that a good eye for design in one area of life can transfer to another. Pederson, a native of Eugene, has worked as a fashion designer in Los Angeles for more ...



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