



Dear Stakeholders,

Hard work and dedication this past year has led to great success and achievement for the Café Yumm! franchise. Despite the suffering economy, Café Yumm!'s consistent push towards success, innovation and leadership has contributed to rising accomplishment. While many companies are forced to downsize due to economic troubles, Café Yumm! is embracing its uniqueness in the market, growing in demand and providing its soul-satisfying food in more locations than before.

- This past year, the company opened its 10th franchise in Portland. It may be the first, but it will not be the last.
- Guests have grown significantly in number that in 2007 there were only 2 restaurants and today, there are 10.
- Gross revenue for 2009 came in at \$8.5 million- a 312% growth increase from the past three years. Now, that's Yumm!
- Growth has been so significant that according to Inc. magazine Café Yumm! is the number 1 fastest growing food and beverage company in Oregon and number 27th in the nation.
- The recognition from Inc. magazine attributed to Café Yumm! receiving the Emerald Award for Growth this last year.

As a company, we strive everyday to live by our mission. We will never be a company that talks the talk and doesn't walk the walk, for our mission and values live everyday in each staff member, in each franchise and transcend, hopefully to every customer. Every action, every decision comes from our mission and if it doesn't correlate, it will not be implemented.

And as a company we have done so well in integrating our values and mission into our daily business practices that this year especially, we have been recognized for our positive contribution the third business to receive the award. Now, that's deeply nourishing.

"Environmental stewardship is a fundamental value at Café Yumm!, which is embraced by all of our staff. BRING's recognition of what we have already accomplished serves to help inspire us to do even more," enthused Mr. Beauchamp, Café Yumm! CEO.

