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### **Hornall Anderson Rolls Out Tasty New Branding for Café Yumm!**

*Environmentally Sensitive Restaurant's Units Symbolize the Latest in Smart Design*

SEATTLE, WA – If Marshall McLuhan was right and the medium is the message, then brand design firm Hornall Anderson delivers a powerfully resonant statement with its strategy and execution for restaurant group Café Yumm! The award-winning firm's eco-friendly design highlights a pair of freshly opened units, one in Eugene, Oregon, the other in nearby Springfield.

The work for the quick casual restaurant concept goes beyond the warm, eye-pleasing aesthetics, which greet the visitor and help set the table for the restaurant's organic fare. It's the canvass on which they're created. From re-milled timber on which menu boards are printed, to flooring made from recycled agriculture waste, Café Yumm! tastefully points to "what's next" in environmentally responsible restaurant design.

But it doesn't stop there. Diners eat on tabletops manufactured from 50% post-consumer recycled paper, water-based phenolic resin with cashew nut shell binder and pigment, all while sitting under energy-efficient, low-wattage lighting. You won't find a trace of mercury anywhere at Café Yumm! And the wall panels? Pressed sorghum board.

This is a couple generations removed from the local diner – which is precisely what Hornall Anderson set out to create for the forward-thinking management team. Branding strategy focused on linking the healthy food concepts for which Café Yumm! is known with an in-store dining experience that reinforces the environmentally progressive nature of the brand.

Hornall Anderson designed all aspects of the restaurant's branding architecture, from corporate identity to signage, as well as retail store interiors and furnishings.

Café Yumm! Vice President and General Counsel Ed Gerdes said, "Hornall Anderson took the passion, vision and values for which we're known in the Pacific Northwest, and interpreted those elements to create a very unique, distinctive customer experience. The feedback we've received from our customers has been extremely positive.

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For founders Mark and Mary Ann Beauchamp, Café Yumm! is more than food. It's about bringing people together. They launched the restaurant concept with a vision and passion for utilizing common international food stuffs like rice and beans, and preparing them in a way that is not only highly flavorful and healthy, but socially responsible. Their spiritual quest to provide customers with a delicious array of elemental foods, balanced with a light-hearted sense of fun, proved to be a recipe for success. They built a large passionate following in Eugene, a health-conscious city generally acknowledged as the "running capital of the world." That success influenced the company's decision to open its two newest stores.

Meanwhile, management has committed to take the Café Yumm! brand to numerous markets in the western United States, primarily through franchising. Over the next five years, plans call for openings in Washington, Idaho, Nevada and California.

More information about Café Yumm! can be obtained by visiting their website at: <http://www.cafeyumm.com>.

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#### **About Hornall Anderson**

Hornall Anderson is a leading brand design/interactive firm specializing in research-driven, creatively inspired business solutions. Founded in 1982 by award-winning designers John Hornall and Jack Anderson, the firm serves a diverse mix of clients ranging from Fortune 500 brands to emerging growth companies. Hornall Anderson (<http://www.hadw.com>) is a part of Omnicom Group Inc. (NYSE: OMC)

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