



Mark and Mary Ann Beauchamp

**MARK BEAUCHAMP: Co-Owner, Café Yumm**

"It's just about all we think about," Beauchamp says when asked what he thinks Eugene needs next in terms of food. "It's the story of our life and our family."

Beauchamp and his wife, Mary Ann, have been serving "beautiful, delicious, nourishing" food in the community for over a decade and have recently applied the values that made Café Yumm a success to the launch of a small-scale experiment in franchising.

"We developed very organically over the years with tremendous feedback and support from our customers," Beauchamp says. "We learned about retail, manufacturing, and we took steps to educate ourselves on putting together a franchise. The image is that by becoming a franchise you are selling out ... *or* you could be a model for business and what is the best way to grow the integrity and quality."

According to Beauchamp, "fast casual" dining establishments like Café Yumm are the fastest growing segment in the food industry. As a family that has always insisted on flavor *and* nutrition, the Beauchamps are excited to offer their unique cuisine to customers in Springfield and Bend in the coming months.

"The biggest restaurants in Eugene and Springfield are Burger King and McDonald's. The unfortunate reality is you do not have to serve good food to be successful. But people are becoming more adventurous. They want health, adventure, style; they want a relationship with their food."

**STEPHANIE PEARL KIMMEL: Owner, Marché**

"Back then it was all iceberg lettuce and unripe tomatos," Pearl Kimmel says of her early days as a restaurant owner in Eugene. Thirty-five years later, she is proud to see that more and more businesses are taking the path she chose when reinventing the menu at her first restaurant, the Excelsior.

"I kept my ear to the ground to find out what was going on, what people wanted. The ingredients you needed for a French bistro were not available, so I started working with local farmers," she says.

Pearl Kimmel then moved on to King Estate, where she cooked directly out of a year-round garden. She carried this experience with her when she opened Marché.

"We decided to use the same philosophy: We will cook only what is at its peak in the market — hence the name. We buy the majority of our food locally and it has been wonderful to see that trend emerge. I think it is a trend and not trend-y; it is my hope that it will continue."

Although she delights in the diversity that Eugene offers its diners, Pearl Kimmel hopes the future brings an even wider range of options.

"It would be great to have a better selections of ethnic restaurants. I would love to see that expand. I think Eugene is a little ahead of the curve, but it would be great to see more of that here. It would be great to have more places to go out to eat."



Stephanie Pearl Kimmel



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