



Digital agency  
from Amsterdam

# Turn your platform into something that sticks

Version 1.0  
28 January 2022

[yummygum.com](https://yummygum.com)  
[info@yummygum.com](mailto:info@yummygum.com)

Jacob van Lennepkade 334H  
1053 NJ Amsterdam, the Netherlands

# Our company

01. **Brief intro**

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02. **Projects**

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03. **Testimonials**

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04. **Services**

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05. **About**

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06. **Contact**

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# 01. Brief intro

Hi, we're Yummygum

# We're a digital agency with a taste for outstanding products

Yummygum has been delivering top notch digital solutions for over a decade. We work with amazing companies, ranging from small startups to heavy weight enterprises. We know we've done our jobs when someones day is a bit better just by using our products.



# Our clients

We work with amazing people from these rad brands ranging from small startups to heavy weight enterprises. We enjoy being in close contact with C-level people who are passionate about their business, though we also love working with larger teams, convincing boards indirectly.



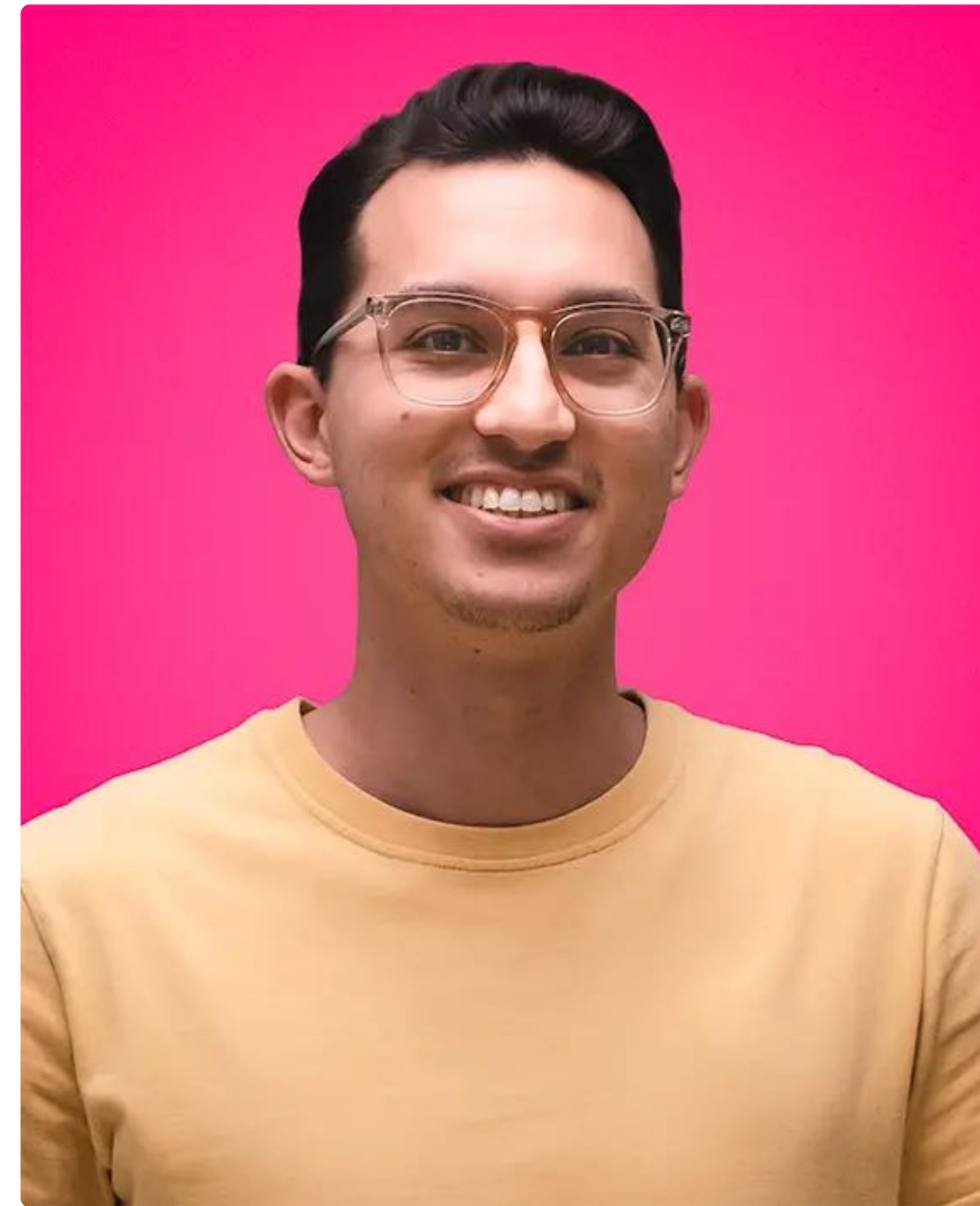




# The founders

Yummygum was founded in 2009 by Vince & Leon. They wanted to make the world a little better through design while having fun doing so. Vince & Leon wanted to transfer the joy we got from creating digital products into a sense of delight for the people who'd end up using those designs. Fast forward to today and we're a full-fledged digital agency that still has that very same drive and motivation.

Until this day both co-founders are closely involved with clients and their needs while at the same time staying in tune with the team to ensure seamless communion and top quality results.



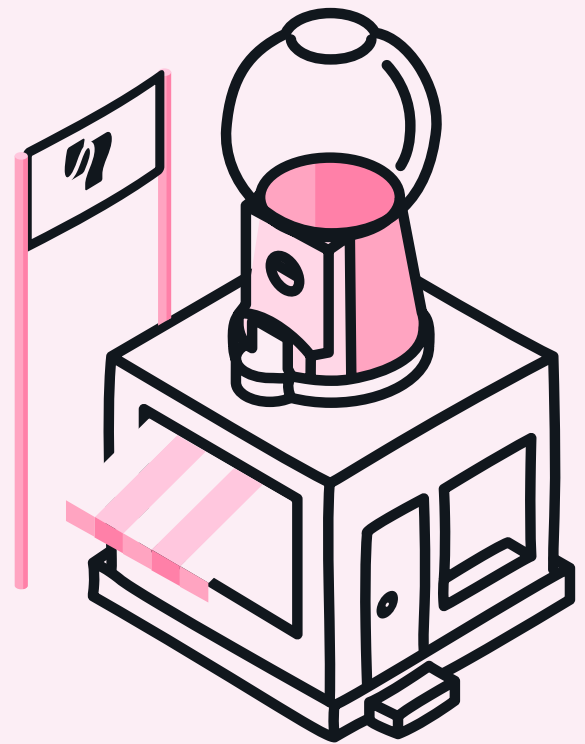
Vince



Leon

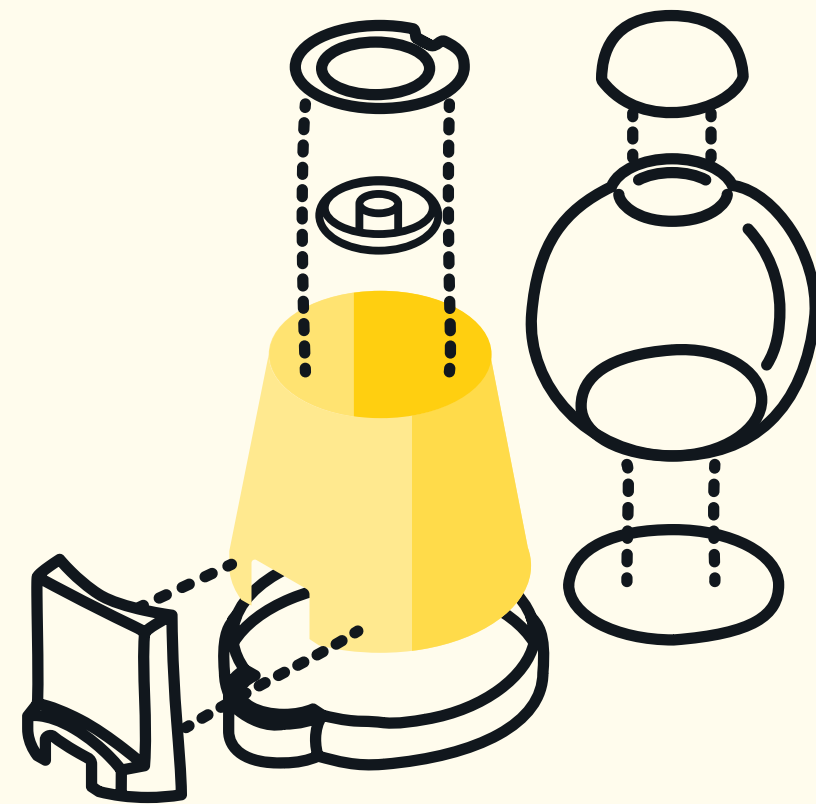
# What we do

We're here to help you align, refine, design and build through the following services. We offer our services separately but we also love doing a project start-to-finish.



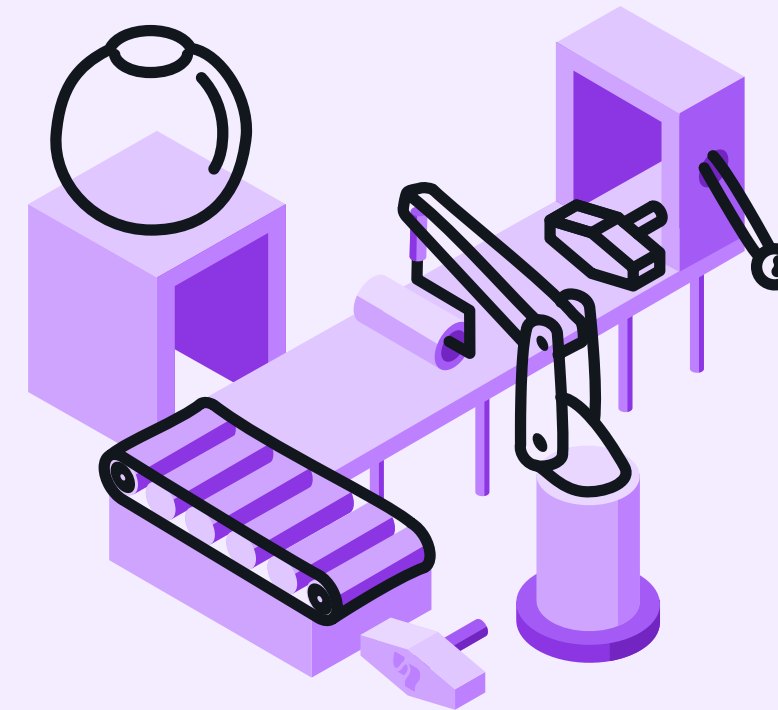
## Branding

We create memorable brand identities that put the spotlight on who what makes you special.



## UX Design

We do user testing and market research to lay the foundation for any digital product.



## Visual Design

We design the most gorgeous digital products using custom made design systems.



## Development

We make products come to life using state-of-the-art tech stacks while writing neat code.

# 02. Projects

# Projects

## 02.1 **Intro**

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Mixing the beautiful with the usable

## 02.2 **Martin Garrix**

---

Martin Garrix's new website

## 02.3 **Bizy**

---

Digitalizing dialog options

## 02.4 **Fyngo**

---

Rethinking business rules

Projects

# Amazing digital products, full stop.

At Yummygum we mix the beautiful with the usable. In our proven process we crystallize what's most important and help users find their way in an appealing User Interface or web experience. We could talk about this all day but we'd much rather show you.



# Martin Garrix

From research to style direction to design and development; the whole nine yards. We created a brand new official artist website for dj and music producer Martin Garrix.

[Go to project ↗](#)

Website	<a href="#">martingarrix.com</a> ↗
Industry	Artist management, branding and music production
Headquarter	Amsterdam, The Netherlands
Company size	--
Our services	Branding • UX Design • Visual Design • Development





# Introduction

With popular songs reaching close to a billion streams in total, DJ and music Dutch producer Martin Garrix' name and brand ring a bell to most people.

Although the official Martin Garrix website met the basic needs of its audience, the team over at STMPD RCRDS, Martin Garrix' very own record label, was aware of the opportunities they were missing out on.

They approached us to create a new website and bring it to the next level.



**CONCEPT: LAYERS**

#SYMBOLISM #DISTANT

..... **ON STAGE**

#FANS #ARTISTS #FRIENDS

..... **OFFSTAGE**

#PERSONAL #FAMILY #ESSENCE

..... **Martijn**

## Challenge

After taking over the world with his music, it was time for his website to catch up with his success; To create an environment for music video releases, a glimps of the person behind the artist, all wrapped in an unforgettable website experience while staying true to his brand.



Desert

Everyone needs a bit of Bali

Angels

"Fresh air for the creative vibes"

I love this guy

VIBE

The first Layer is all about experiencing Garrix as if you were at his tour/show. He's in the zone and he is a living icon. The symbolism used as he's performing, stage symmetry and design play a large role. The perspective in this layer is as you're at a show watching Martin Garrix from afar.

TONES

As this first layer puts Garrix on the pedestal, tones should be neutral and cool. There is low saturation and monochromatic look. The white balance leans towards the blue end of the spectrum. This is reflected in blue tones visible in light beams or the + and x on stage.

TYPOGRAPHY

In this layer, we introduce Neue Plak, extended version of the typeface, which is a little more loose and has more personality than the regular Neue Plak. Combining this extended typeface with the serif font Caslon 224 creates an a great transition into the next layer.

"Thank you Houston, last night was epic!!"

OFFSTAGE

Layer 2: OffStage represents Martin Garrix from the moment he steps off stage. Martin Garrix becomes Martin, approachable and socializes with his friends/artists and fans.

VIBES

Layer 2 is about the experience of Martin as he gets off the stage, who is Martin when he becomes more accessible, yet still in his professional environment. This layer is about meeting other artists, friends, and fans. The perspective is still from a fan point of view, but it's closer to the artist.

TONES

Using plenty of white space and light and/or desaturated background colors the photography really shines here. Because of the variety in photographs/videos the colors in these photos/videos point a versatile picture of Martin.

HAPPY KIDSDAY!

AT THE BURGER KING

SHAWD GRAY IDEAS

ARRIVED IN AMSTERDAM

BACKSTAGE JAMMING

Martijn

Layer 3: The deepest layer is all about Martijn; the essence of the man that is the artist Martin Garrix. Stripped of all glitter, glamour you find Martijn in his purest form. A person who gets inspired by the world around him, having fun, being more vulnerable. This is what sparks and fuels his creativity.

Tones

The colors within this layer are warmer compared to the other two layers. The photos and videos are less orchestrated (no light shows) in their tones and composition. Since this adds to the feeling that these are personal moments.

Summer 2019

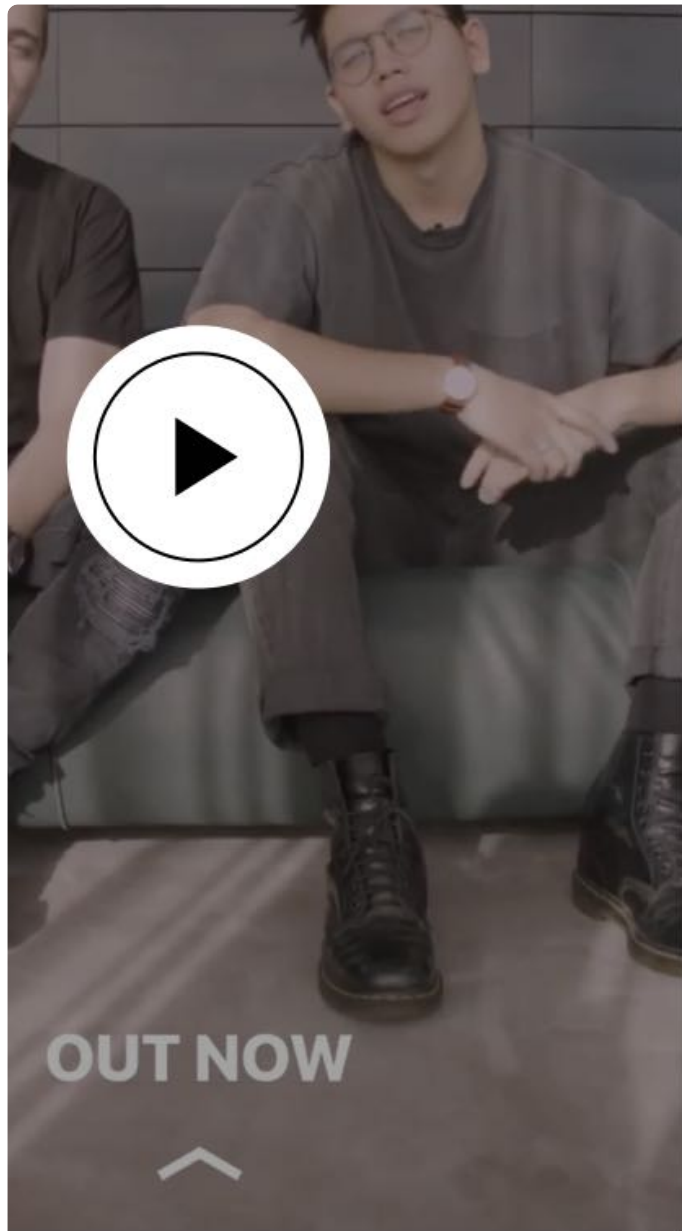
Typography

To emphasize the personal perspective and approachability, the serif typeface Caslon 224 plays the lead role in this layer. This gives a distinct look-and-feel compare to the top layer. This can be enhanced by italics when Martijn is saying something, like the photo/video captions.

Vibes

This layer is all about the person behind the artist. This is captured by showing authentic moments in a genuine way. Everything you see is authentic and unorchestrated. Martijn almost kind of becomes the narrator, meaning the copy next to personal moments captured in video and photo can be captions by Martijn.





1 Dean Lewis.



*ve never seen anyone  
ith that kind of energy.”*

son meeting with Martin Garrix. He'd been on tour playing  
raight so his voice was almost gone. So we first started







MENU

NEW RELEASE 02/15/2020

# USED TO LOVE (ACOUSTIC)

— Martin Garrix feat. Dean Lewis

READ THE STORY



## CHECK ALL LATEST RELEASES

All 2020 2019 2018

FILTER BY YEAR ▾



NEW RELEASE 02/14/2020

### USED TO LOVE (ACOUSTIC)

— Martin Garrix feat. Dean Lewis

More info →



02/14/2020

### USED TO LOVE

— Martin Garrix feat. Dean Lewis

More info →



NEW RELEASE 02/14/2020

### HOLD ON

— Martin Garrix, Matisse & Sadko feat.  
Michel Zitron – Hold On

More info →



08/16/2019

### HOME

— Martin Garrix feat. Dean Lewis

*“I’ve never seen anyone  
with that kind of energy.”*

— Dean Lewis on meeting with Martin Garrix. He’d been on tour playing live 3 days straight so his voice was almost gone. So we first started jamming at the STMPD studio, then recording the guitars and verses so we’d give him some rest.



In the end we recorded  
Used to Love in 3 days!

During an Amsterdam Canal Tour we  
wrote another song out of the blue!



**OLD ON'**

**LISTEN NOW**

SCROLL

**USED TO LOVE (ACOUSTIC)**

— Martin Garrix feat. Dua Lipa

**READ THE STORY**

**CHECK ALL LATEST RELEASES**

**EXPERIENCE IT UP CLOSE**

Experience Martin Garrix's shows up close! Check below where and when Martin will give another show and book your tickets now!

**SEE THE VIDEO**

**ALL DATES** **WORLDWIDE**

**GET YOUR TICKETS NOW**

After a short delay due to Martin Garrix's ankle injury, a new date for his War Child benefit show has now been announced: September 26, 2019. All tickets remain valid for the new date and the program of the evening also

**NEW RELEASE** 02/14/2020

**MARTIN GARRIX & DEAN LEWIS**

**USED TO LOVE**

ACOUSTIC VERSION

**NEW RELEASE** 02/14/2020

**DROWN**

**Martin Garrix & Clinton Kane**

**10/19/2019**

**MARTIN GARRIX**

**18+**

Amsterdam, the Netherlands

Paradiso

**HOW CAN WE HELP YOU?**

We receive a lot of mail from all the world, to better help you pl tell us something about yours

I am a

Booking agent

Here to

Book Martin Garrix

**GET START**



## Deliverables


We delivered an awesome website where fans can get to know 3 sides to Martin Garrix, together with an environment to discover new releases and upcoming shows. Our codebase was setup flexible, with a CMS to give the Garrix team freedom to create their own content.

# Bizy


Be it for personal, academic or enterprise usage; we want Bizy to stand out amongst competitors with providing thought-through digital dialog options.


[Go to project ↗](#)


Website	<a href="#">bizy.com</a> ↗
Industry	SaaS, Survey, Polling
Headquarter	Washington DC, United States
Company size	<10
Our services	Branding • UX Design • Visual Design • Development



**Poll by James**  
11 hours ago





 Ping

# Places we could go this year for the business trip

☐ Cabo

☐ Hawaii

☒ Lake Tahoe

☐ Portland





☐ Miami Beach


☐ Vegas

Vote

▶ Skip

Voted

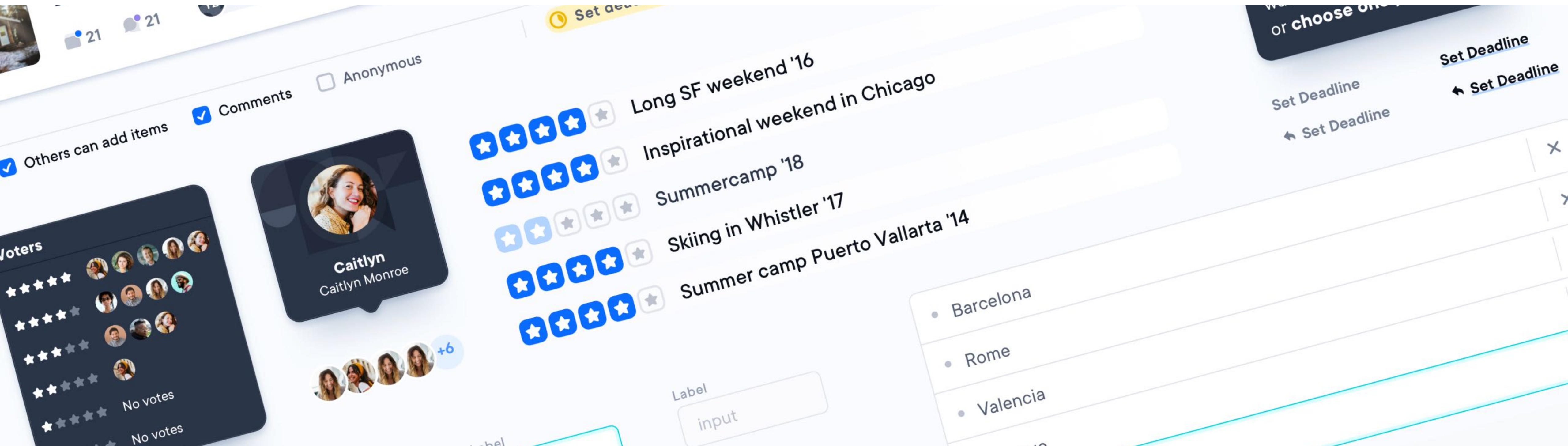
LEYZ+6

 Seen by 3



# Introduction

Be it for personal, academic or enterprise usage; we want Bizy to stand out amongst competitors with providing thought-through digital dialog options.



## Challenge

Applying all the insights from an intercontinental 3 hour Brand Sprint into a tangible, polished multi-device experience. Plus, creating a variety of Q&A formats and realizing them on such technical level that the results sit consistently tight cross-platform.



bizy

ThreadsStarredResultsSearch

James

+ New Thread

Poll by James

45 minutes ago


☆

⋮

➦ Ping

Must have amenities

Seen by 32



This one kind of goes without saying but I just wanted to check in with you guys and see if there are any specific amenities you'd be super happy with during the stay.

Write a comment...

😊📷🧾

Close

➦ Follow up with a

Post

List

Poll

Business Trip 2019

Thread by James • 1 week ago

➦ Follow up thread

➦ Share thread

Participants

YZFO

Actions

✎ Edit my thread

🗑 Close thread

How it works

Templates

**bizy**

Sign in

# Smart & easy group decision m

Whether planning a trip, setting priorities, or makin  
Bizy helps you collect input, get buy-in, and m

Start now

~~~~~ Bizy is free. Really! ~~~~~

**bizy**

Threads

Starred

Results

Search



Poll by **James**  
11 hours ago



Share

## Places we could go this year for the business trip



- ☐ Cabo
- ☐ Hawaii
- ☐ Lake Tahoe
- ☐ Portland
- ☐ Miami Beach
- ☐ Vegas

Vote

Skip

Voted by 5 people

Seen by 32

# Smart & easy



bizy®

# Brand Concept

## TT Commons

SAMPLE

**Hamburgefonstiv**

Aa Bb Cc Dd Ee Ff Gg

Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz

KEY  
CHARACTERISTICS

a e

The quick brown fox ju

The quick brown fox jump

The quick brown fox jump

The quick brown fox jump

**The quick brown fox jump**

## Concept

Where should  
we open our

Where do we  
wanna go for a

## Colors



## Deliverables

We delivered a Brand Concept, a document with style, typographic and color decisions going forward for the brand of Bizy. We created mobile-web, desktop and native wireframes, designs and a marketing website. Most was developed in-house by our Front-end team or in collaboration with Bizy their European tech team.

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“The talented Yummygum team delivered beautiful, responsive UI that helps our complex concepts function simply and elegantly for end users”



**Chris Spiller**

CEO of Bizy

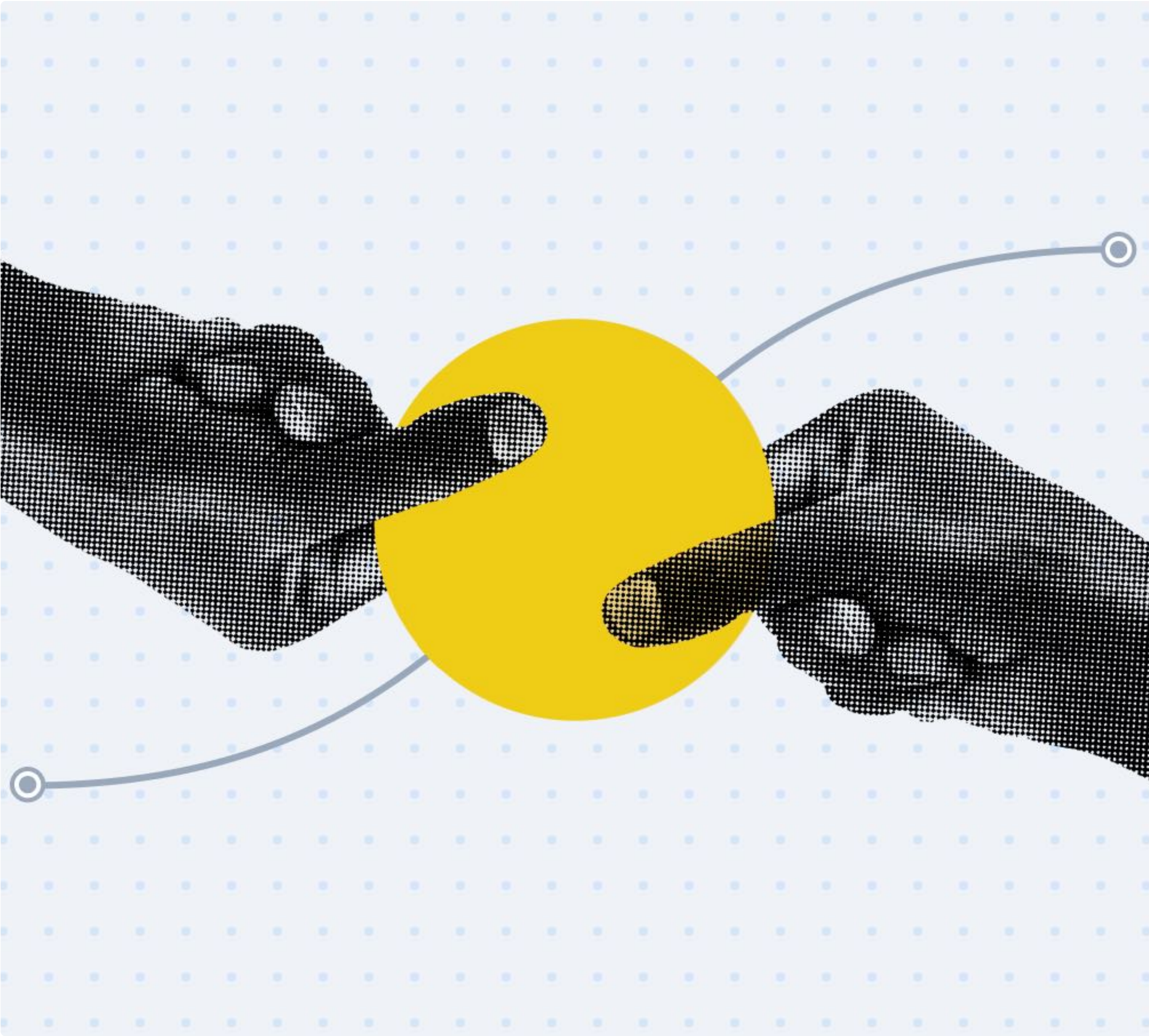


# Fyngo

A huge hurdle for organizations is growing pains and the overload inter-disciplinary communication brings. Fyngo (meaning to instruct) is the solution business leaders need to speak with their engineers.

[Go to project ↗](#)

|              |                                      |
|--------------|--------------------------------------|
| Industry     | SaaS, B2B, Business Rules Engine     |
| Headquarter  | Switzerland                          |
| Company size | <10                                  |
| Our services | Branding • UX Design • Visual Design |





## Iconography

Sometimes iconography can help in setting a brand apart from other brands. Especially when a brand's main product or service is software related iconography can play a big part. By defining the icon style that matches or compliments this specific brand best we add yet another pillar to the brand.

For iconography we recommend going with a icon style that looks approachable, simple and friendly due a strong stroke width with a soft corner radius.

*Note that this iconography style is 'brand' related and doesn't not necessarily mean it is suitable to use inside of a User Interface.*

06 Iconography | p. 27



### Contribute & disambiguate

The next step is to look for a translation from our desired brand as expressed in words to a visual themes.

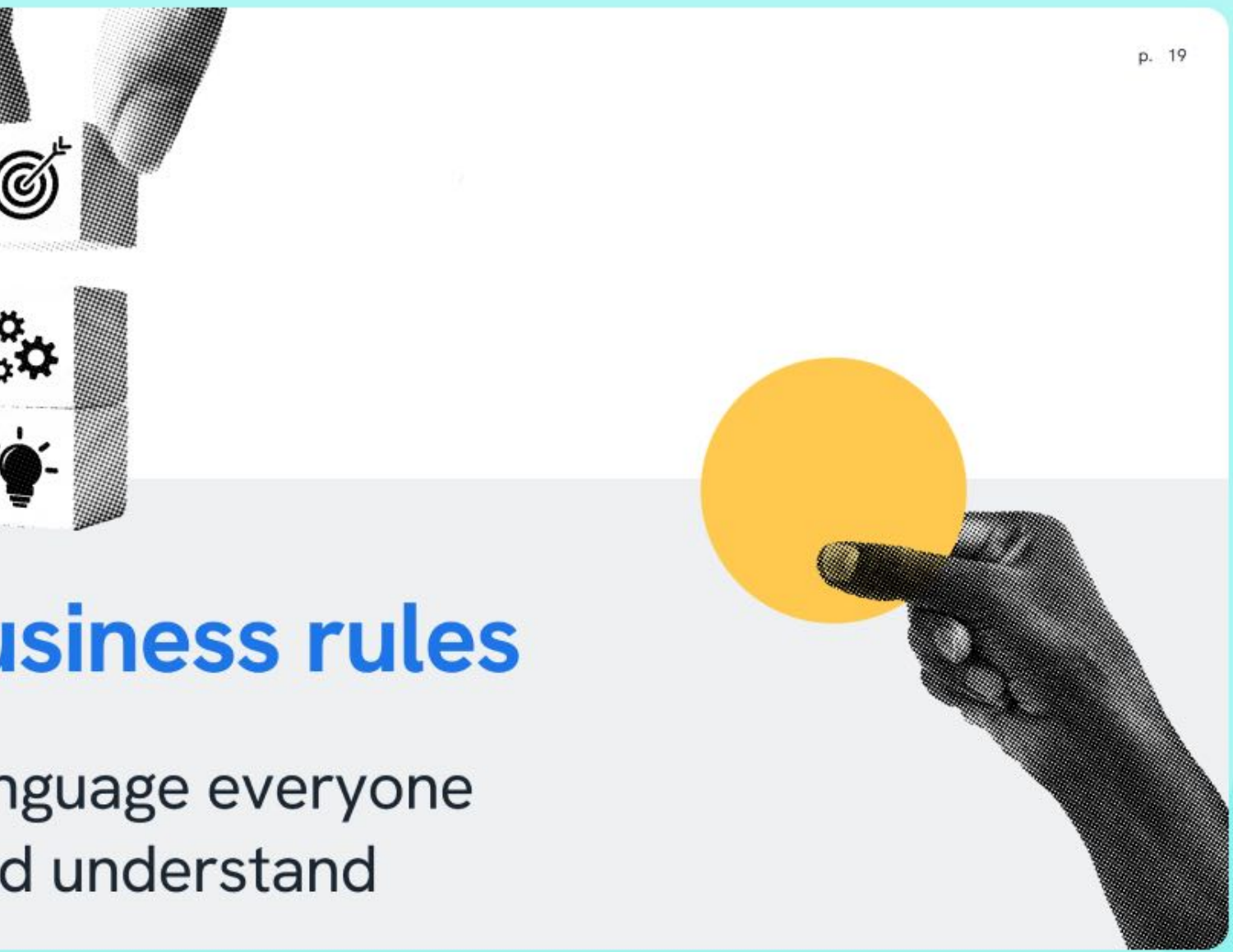
The goal here is to establish a great balance between a brand that feels as 'equiped/powerful' as it is 'enjoyable' 'simple/easy to use' we're juxtaposing two things:  
- POWERFUL AND CONFIDENCE  
- FUN, AUTHENTIC AND JOY

We're focussing on collaboration, contributing and stacking visualized by half-tone print

**photography**, which "reduces visual reproductions to an image that is printed with only one color of ink, in dots of differing size, or spacing or both" (Wikipedia).

By adding this effect we add a level of abstraction to human photography. This in turn makes it look more like a stylistic illustration/graphic rather than 'significant/concrete', adding to the 'fun'

p. 19



Business rules

language everyone  
d understand

Fyngo | Brand Concept

### Typeface

To create a look and feel that as approachable, friendly and accessible as it is usable in a product a sans-serif typeface with geometric traits is highly suitable. HK Grotesk checks these boxes as it's designed with digital. On communication channels that allow for a strong brand endorsement HK Grotesk shines for headings that make a statement yet don't feel authoritarian. In product design the typeface still has the same friendly look when used on smaller sizes yet it remains highly readable.

**HK Grotesk™**

HK Grotesk™ is an Open Source sans serif typeface inspired by the classic grotesques.

Aa

The quick  
The quick  
The quick  
The quick  
The quick  
The quick  
The quick  
The quick

Aa Bb  
li Jj K  
Rr Ss  
0 1 2  
! @ #

# Introduction

Fyngo is the brain-child of Charles; a former CTO for mid-size companies that constantly ran into the same challenges when it came to organizational communications.

Product managers, technical engineers and their executive stakeholders all vary in policy-making understanding and guiding principles in the enterprise. Be it office rules or entire product architecture.

Implementing new features is costly; especially when all live-changing decisions are communicated through a simple whiteboard drawing and thousands of corresponding e-mails with the entire company in the BCC/CC.



## Challenge

A scalable, collaborative platform where enterprise decision-makers can express their entirety of business with (non-)technical people to better synchronize.

Menu

Builder

Table

Search

Filter

Groups

Sort

All

Neuroscience

Actions

Selection

Pan

Table

Property

Icons

Used to select objects and edit, move or resize them.

S

Actions

| Location  | State                                           |
|-----------|-------------------------------------------------|
| Coded     | <div>Pheonix</div> <div>RDF</div>               |
| Not coded | <div>Phoenix</div> <div>RDF</div>               |
| Archive   | <div>Archive</div>                              |
| Pinbox    | <div>Chip</div> <div>Chip</div> <div>Chip</div> |
| Mailbox   | <div>Mailbox</div>                              |

+

AND

Select property ty

And

Cancel

Menu

Builder

Table

Search

Filter

Groups

Sorting

Target

Help

Carl Yijong Yummygum

Medical Center Chicago

All

Neuroscience

Actions

All

Patients

Neuroscience

Actions

Formulas

Operations

Supplies

Selection

Pan

Table

Property

Icons

Actions

| Location  | State          |
|-----------|----------------|
| Coded     | Pheonix RDF    |
| Not coded | Phoenix RDF    |
| Archive   | Archive        |
| Pinbox    | Chip Chip Chip |
| Mailbox   | Mailbox        |

AND

Enter table title...

| Tag          | Influence                     |
|--------------|-------------------------------|
| Coding Coded | Visible, greyed out, invisble |





Product

## Solutions

## Industries

## About

[Sign in](#)

Download

# Your business rules with Fyngo

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do  
 eiusmod tempor incididunt ut labore et dolore magna aliqua.

**Order status**

- ☒ Preliminary
- ☐ Cancelled
- ☐ Commissioned

**OR**

**Price displayed in webshop**

- ☐ Wholesale price + 20%
- ☐ Wholesale price + 20% – discount

**Price displayed in accounting**

## Deliverables

Through extensive UX Research we created an interactive prototype that is used for onboarding new users to Fyngo. We also created a full-fledged brand concept that aligns with the values of the client's client and communicates it's to be taken seriously. The web app was designed to deliberately stand-out from the crowd. So long e-mail clients, cloud soup, unsecured photo-sharing and losing your amazing ideas in piles of paper!

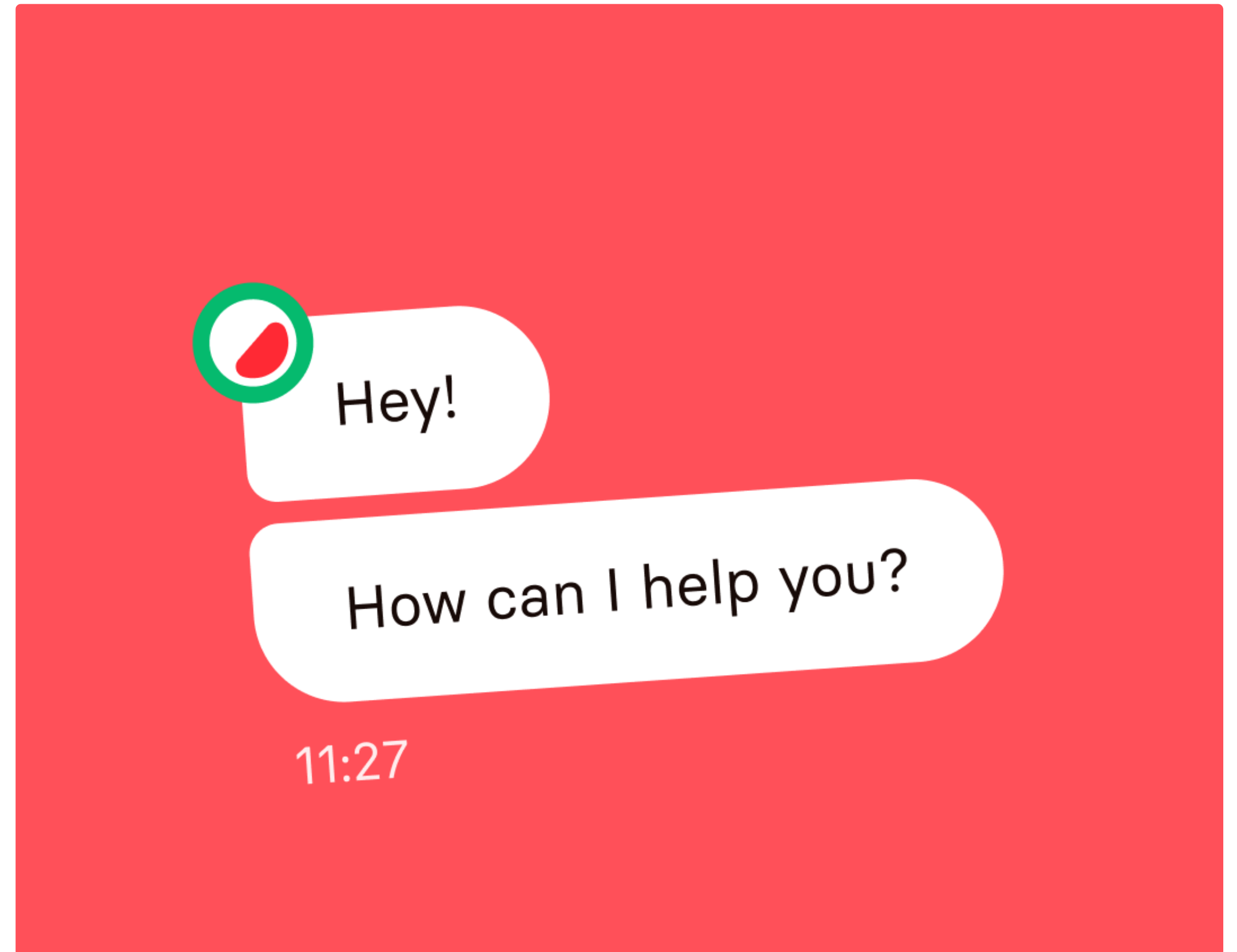
# 03. Testimonials

“Yummygum helped us tell the Watermelon tale through a brand new branding. Besides, they also walked the walk with a professional design process, a dedicated team and open communication. No nonsense, just hard work! They show that they care. As a result: we’ve got an outstanding new conversational website!”



**Marieke Mutsaerts**

Marketing at Watermelon



## Watermelon

We helped Watermelon with a reimagined brand, an easily extensible design system and gorgeous new website.

Branding • UX Design • Visual Design • Development

[Go to project](#) ➔

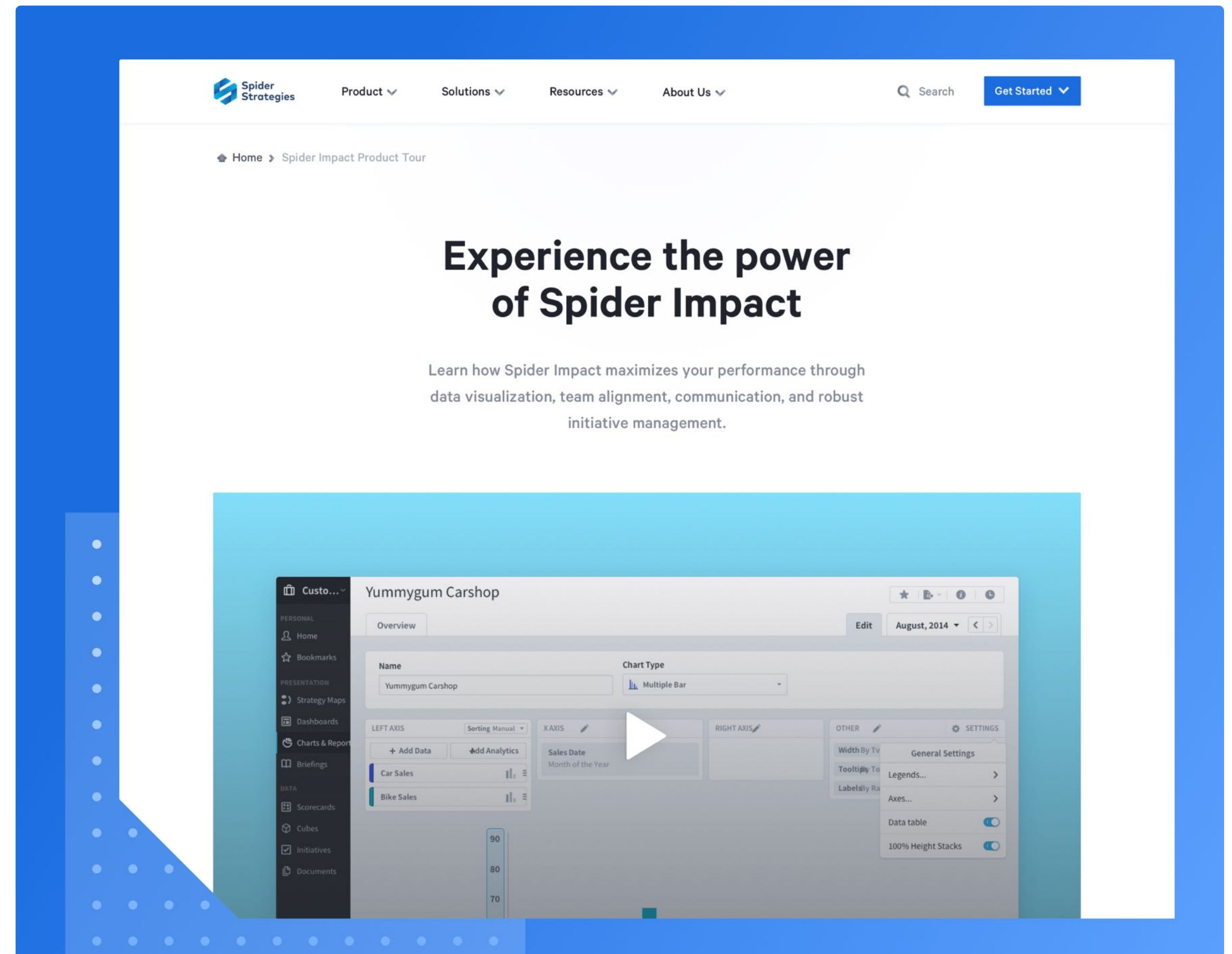


“Yummygum makes things that look amazing, but their ability to really dig into the underlying problem is what impresses me.”



**Scott O'reilly**

Owner at Spider Strategies



## Spider Strategies

The Spider Strategies marketing website leveled up after we applied our research driven process.

Branding • UX Design • Visual Design • Development

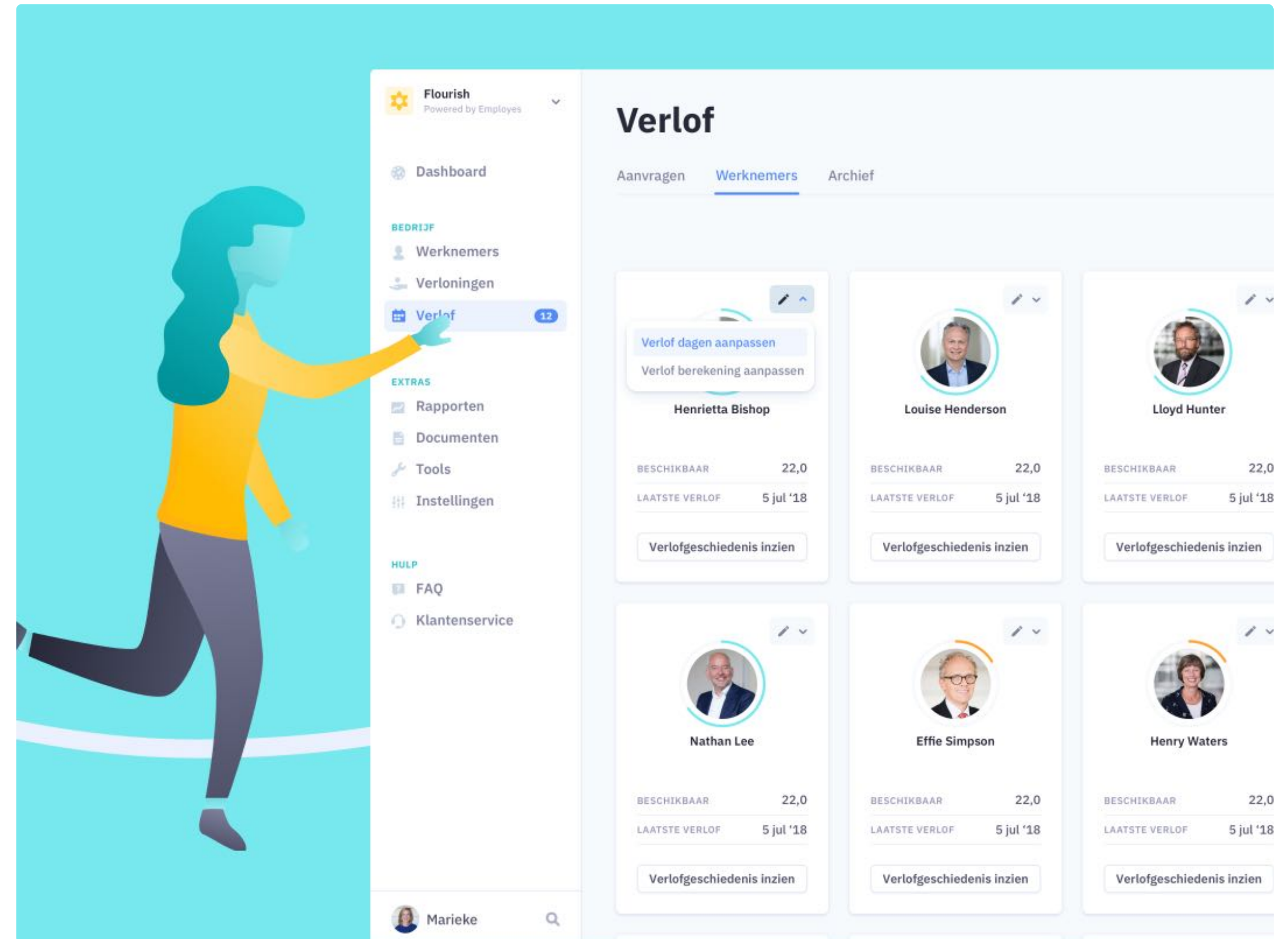
[Go to project](#) ➔



“We were very much impressed by the thorough approach in combination with a quick way of communicating.”



**Rob Kroezen**  
Founder at Employes



## Employes

Small to medium sized business owners should be able to easily manage their payroll and HR activities. Together with Employes we've made it happen for the European market.

Branding • UX Design • Visual Design • Development

[Go to project](#) ➔

# 04. Services

# Services

## 04.1 Intro

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What we do on the daily and how it aligns with your company's needs

## 04.2 Branding

---

Creating memorable brands that put the spotlight on who what makes you special

## 04.3 UX Design

---

We do user testing and market research to lay the foundation for any digital product

## 04.4 Visual Design

---

Using custom made design systems to design the most gorgeous digital products

## 04.5 Development

---

Making products come to life using state-of-the-art tech stacks while writing neat code

## Services

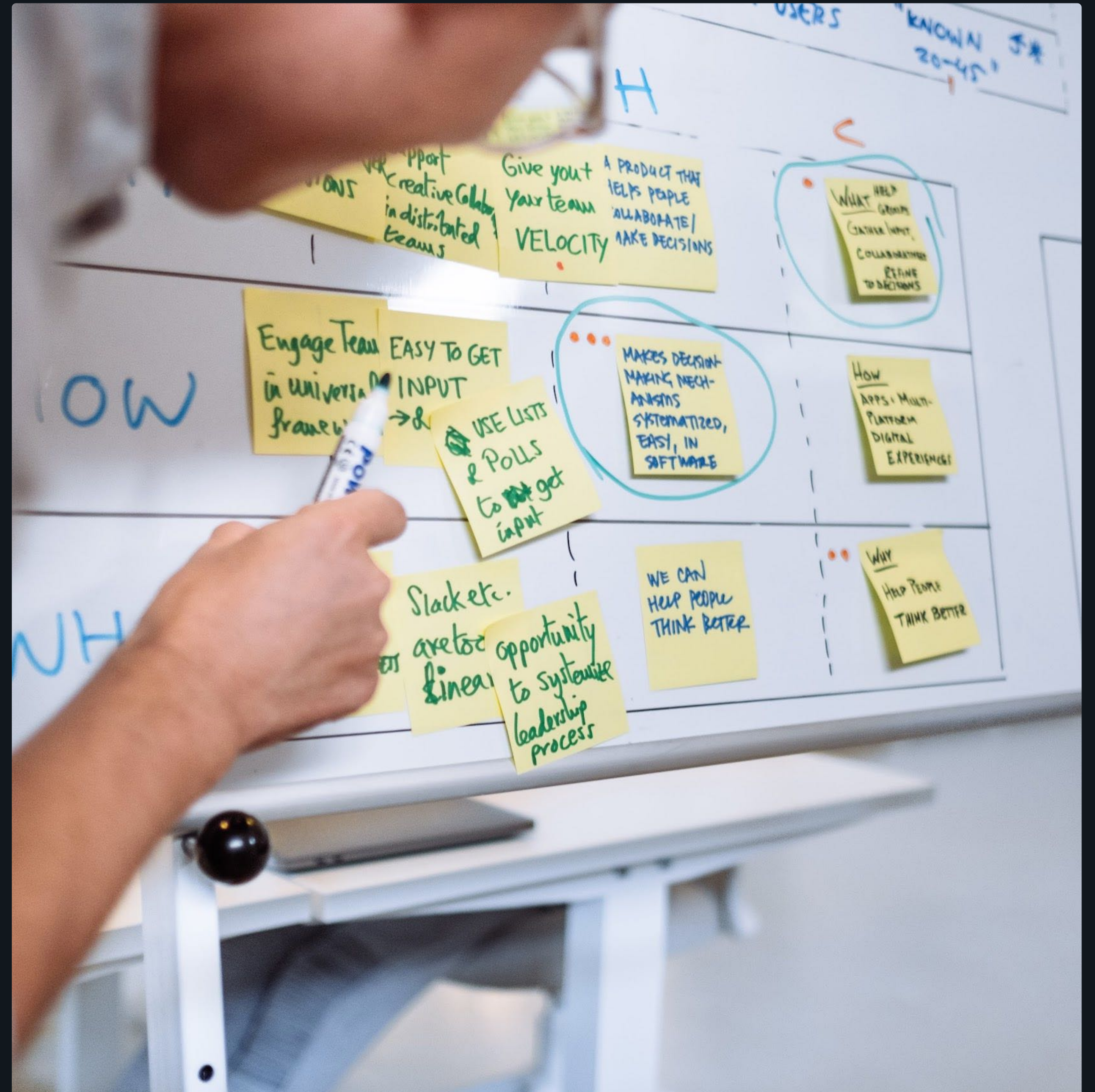
# What we do on the daily

No matter how big your company is, as you expand and reach new highs you'll want an agency to have your back. One with a process that has proven itself over and over again. That's us. We're here to help you align, refine, design and build through Branding, UX Design, Visual Design and Development.



# Branding

We create memorable brand identities that put the spotlight on who what makes you special.





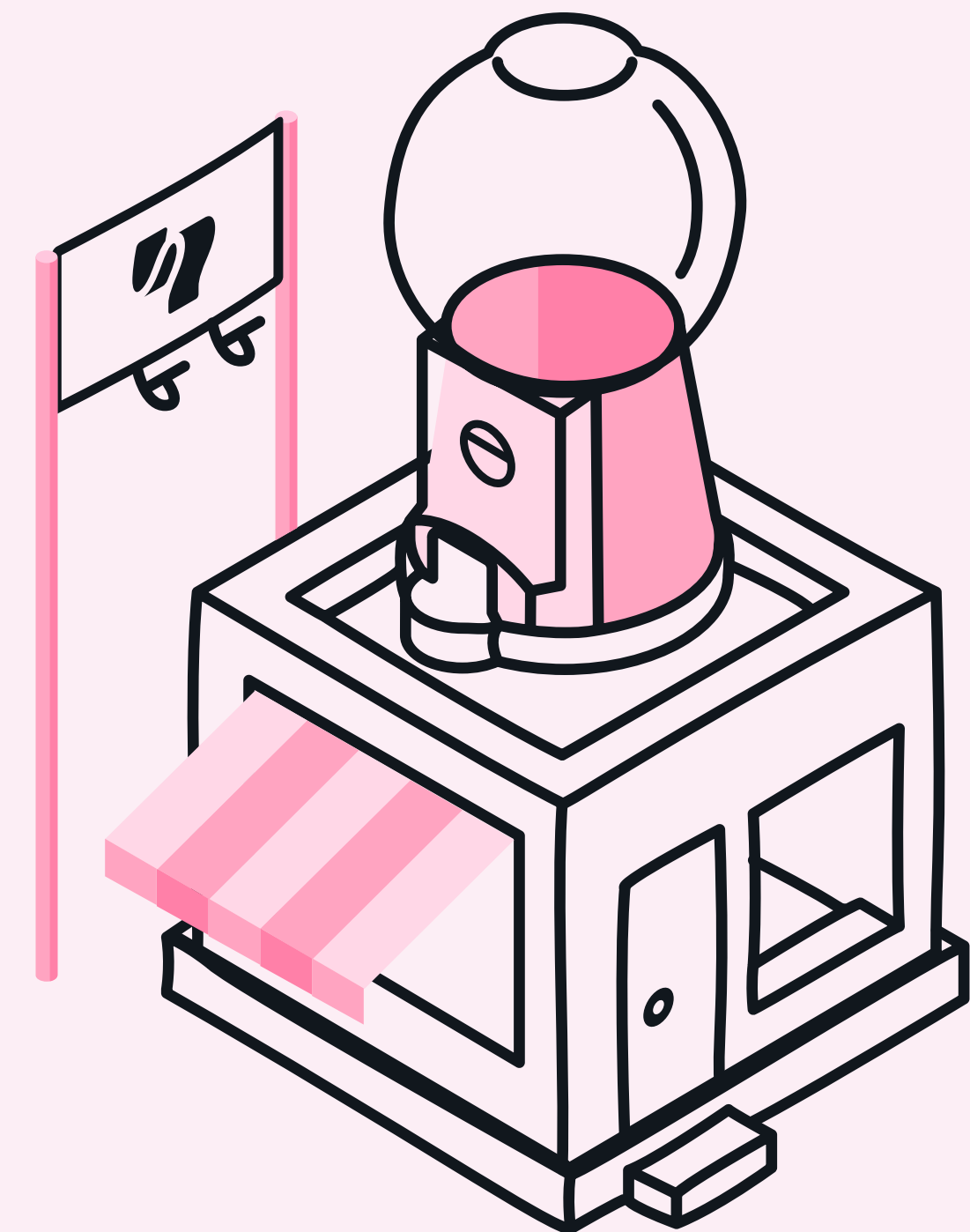
## Branding

# Go by one dresscode; wear your heart on your sleeve

As new industries surface and existing ones saturate you'll want to stand out. Cue 'brand'. We help you build a memorable brand. One that tells your story. One that set expectations. One that helps you create relations with your audience and keep them strong.

### Some of the things we excel at

- Logo Design
- Brand Strategy
- Brand Book
- 3hrs Brand Sprints
- Brand Collateral
- Visual Identity
- Co-creative Workshops



# Meet our Branding team

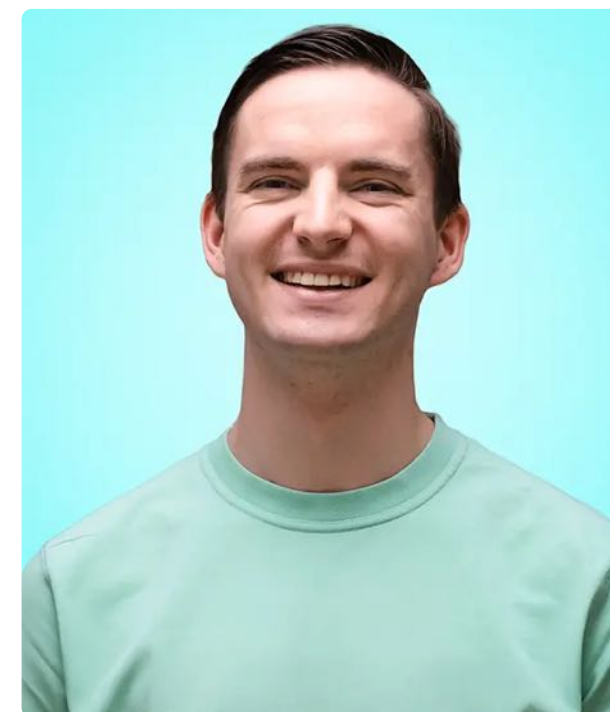
These are the folks who can't wait to help you build a one-of-a-kind brand.



Leon



Yakim



Hessel



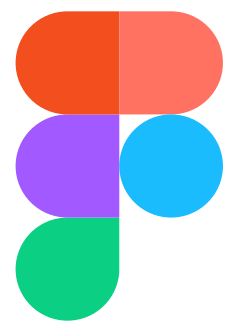
Maxime



Vince

# Our tools of choice

When using these tools our Visual Design is at its best. But we're also very experienced with other design tools that aren't part of our default 'stack'.



Figma



Linear



Illustrator



Slack



Notion



# UX Design



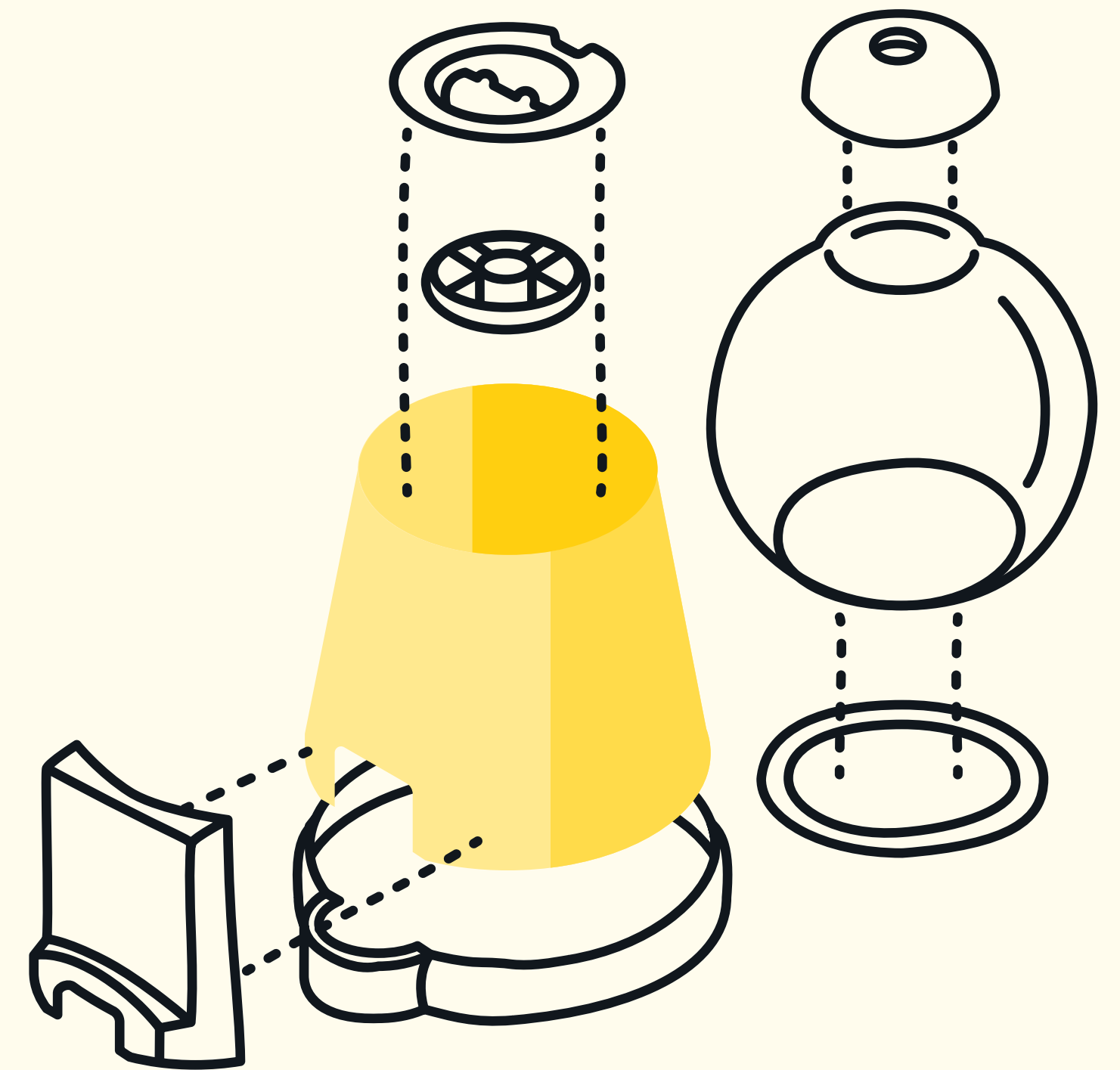
## UX Design

# We research, we analyze, we design. And then do it again.

The world of creating digital products is filled with options, crossroads, stake holder interest and feature creep. But at the very heart, there's the people who use your product. We help you see clearly. Data helps us make informed decisions in a world full of assumptions.

### Some of the things we excel at

- User Research
- Behaviour Analytics
- A/B Testing
- Usability Interviews
- Information Architecture
- Wireframing
- Co-creative Workshops
- Psychology & Heuristics
- SEO Keywords
- Customer Journey





# Say hi to our UX Design team

Our skilled and experienced team of UX designers can't wait to help you create an engaging experience.



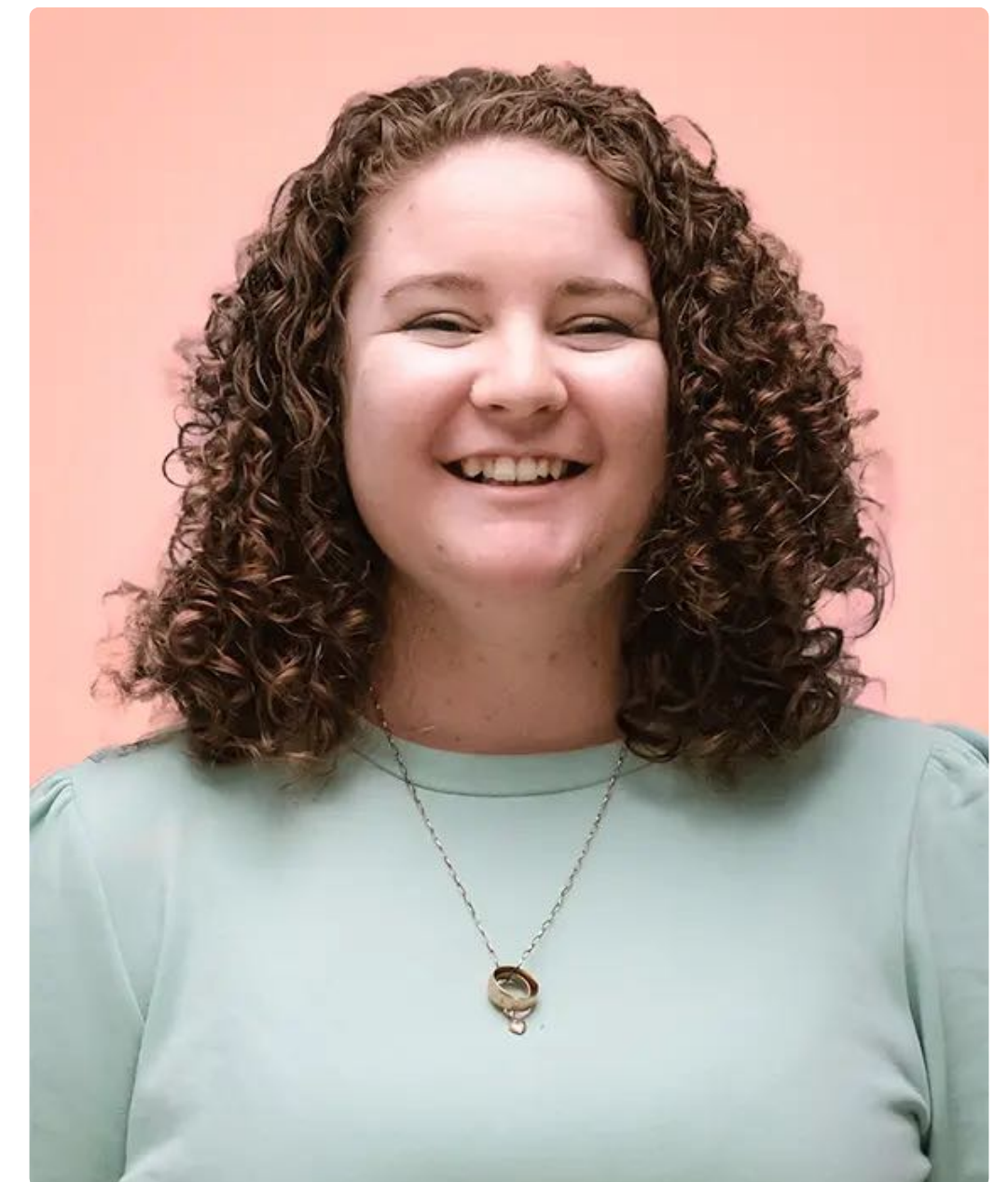
Maxime



Nick



Vince

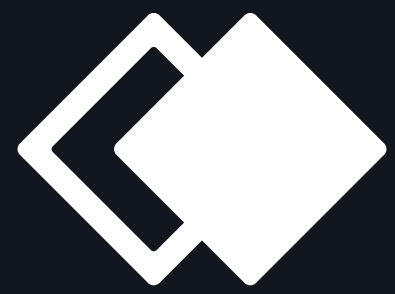


Cerys



# Our tools of choice

When using these tools our Visual Design is at its best. But we're also very experienced with other design tools that aren't part of our default 'stack'.



Whimsical



Tag Manager



Miro

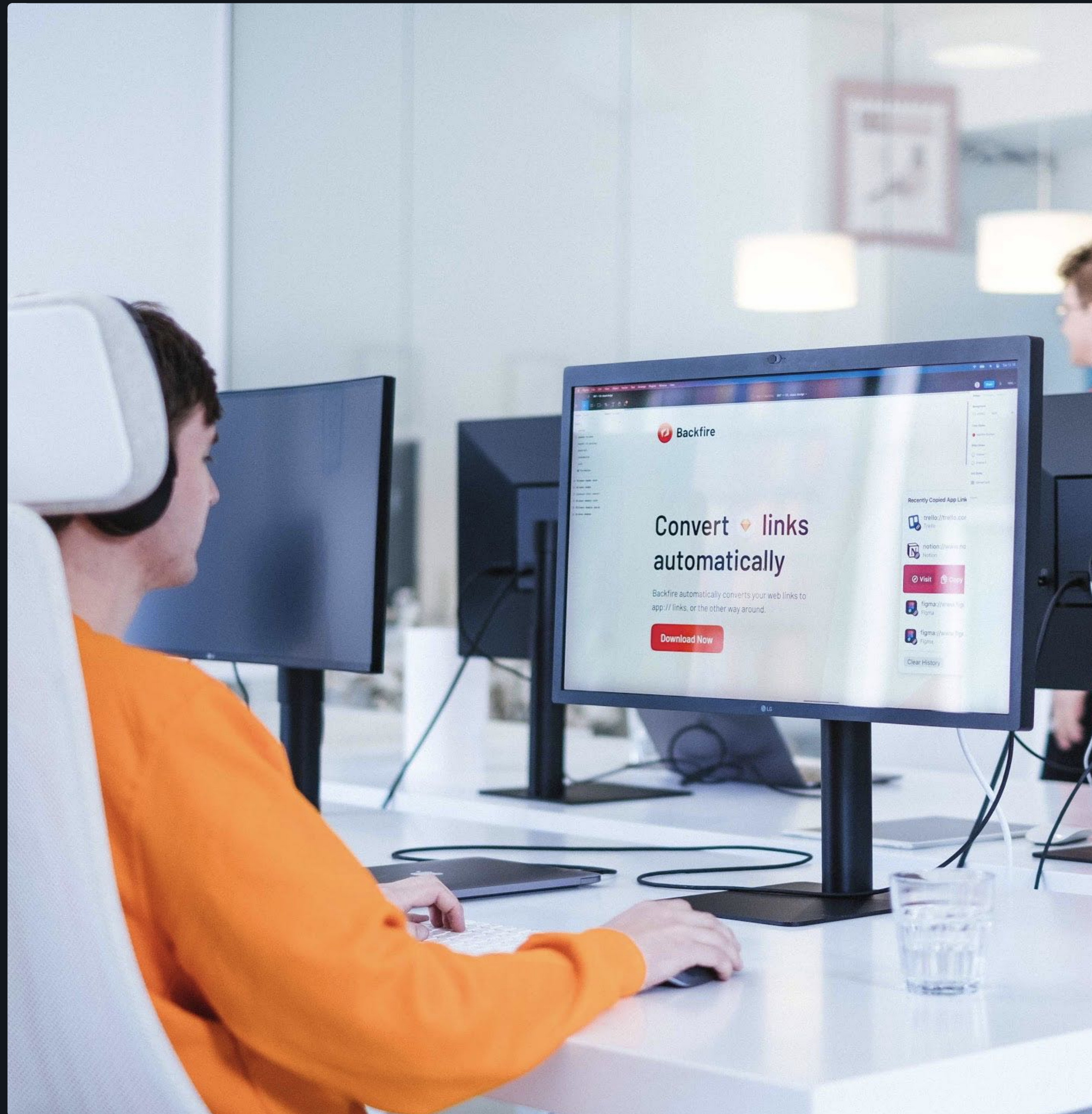


Notion



Slack





# Visual Design



## Visual Design

# Let's make this world a little prettier. We'll go first.

Sometimes it can be challenging for clients to pinpoint what they want. Luckily our visual design team knows how to read between the lines. We bring the creativity, you bring the vision. Together we make exceptional design happen.

### Some of the things we excel at

- Websites
- Web Apps
- Mobile Apps
- Design Systems
- Company Decks
- Iconography
- Illustrations
- Motion Design
- Clickable Prototypes
- HTML Email Design



# Say hi to our Visual Design team

These are the people who'll be making the  
design magic happen.



Leon



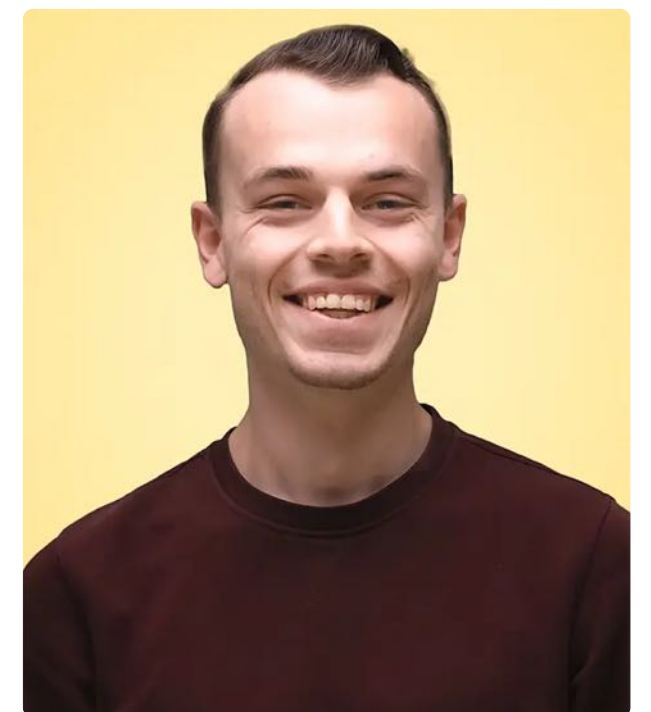
Hessel



Yakim



Sylvian

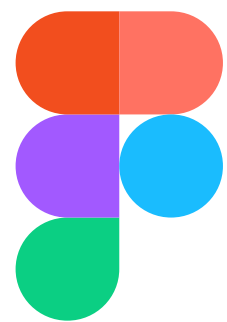


Ruben



# Our tools of choice

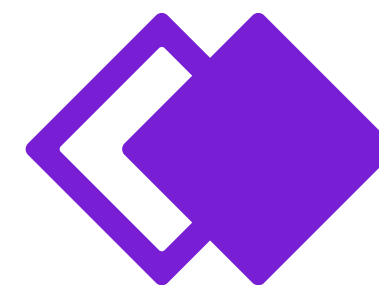
When using these tools our Visual Design is at its best. But we're also very experienced with other design tools that aren't part of our default 'stack'.



Figma



Linear



Whimsical



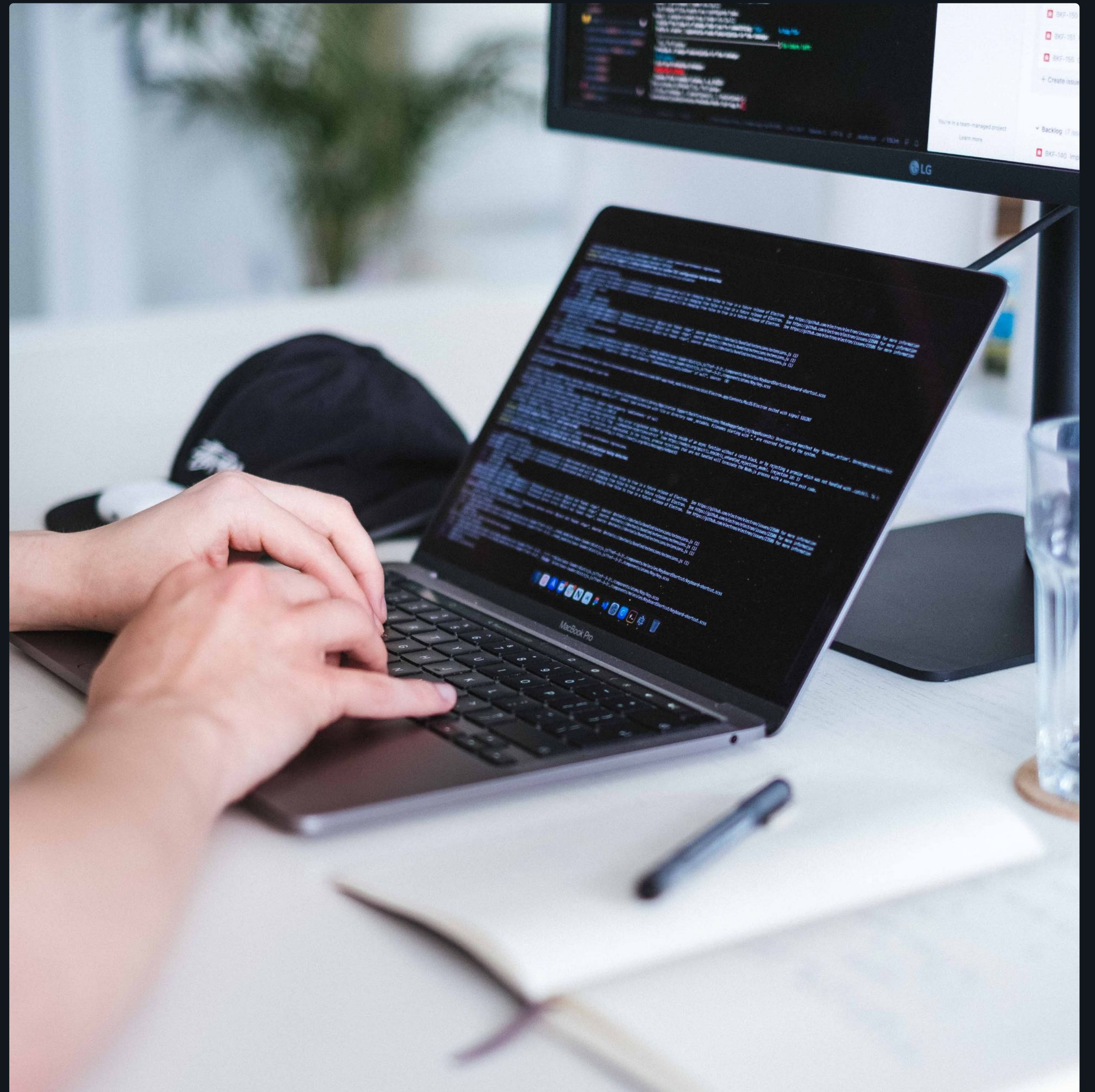
Slack



Notion



# Development





## Development

# A heart for code, an eye for detail and a nose for improvement

Your target audience expects nothing less than a fast performing, smooth running and stunning app or web experience. Good thing we love making great design come to life through code.

### Some of the things we excel at

- Websites
- Web Apps
- Mobile Apps
- CSS & JS Animations
- Continuous Integration
- Performance Improvement
- Design Systems
- (Headless) CMS Integration
- SEO Optimization
- Design Tool Plugins



# Wave at our Development team

Our talented team of developers is excitingly waiting to build your next product.



Donovan



Nils



Yannick



Guus



Steven



Teun

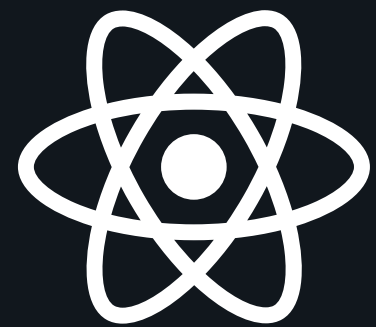


Margot



# Our tools of choice

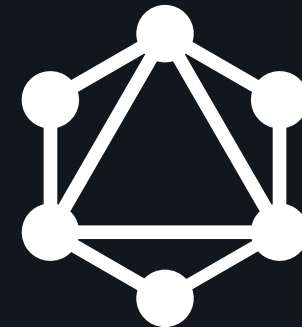
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React



Typescript



GraphQL



Framer Motion



Next.js

# 05. About



# About

## 05.1 Adding delight

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We believe in adding delight

## 05.2 Our Core Values

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What we breathe and put into our work

## 05.3 Meet the team

---

Meet the creative, smart and bubbly people

## 05.4 Stats

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Our expertise & experience in numbers

Our approach

# Adding delight

At Yummygum we want to create helpful, intuitive **delightful** experiences for people. People who (briefly) touch base with your brand. People who hear of your company for the first time. People who use your digital product.

We believe the best way to do this is by approaching projects as a collaboration. You know everything about your business, we know what it takes to turn an idea into an impactful brand or digital product that leaves a lasting impression. In the blink of an eye.



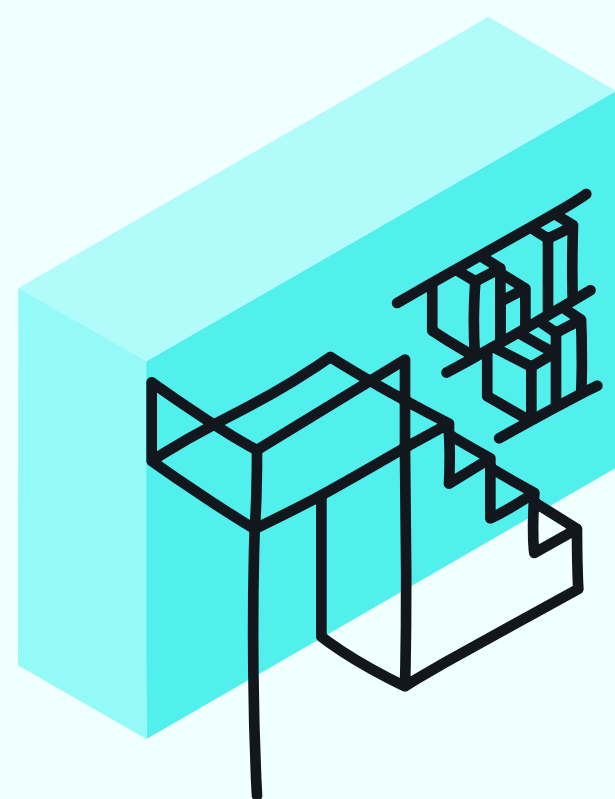




# Our Core Values

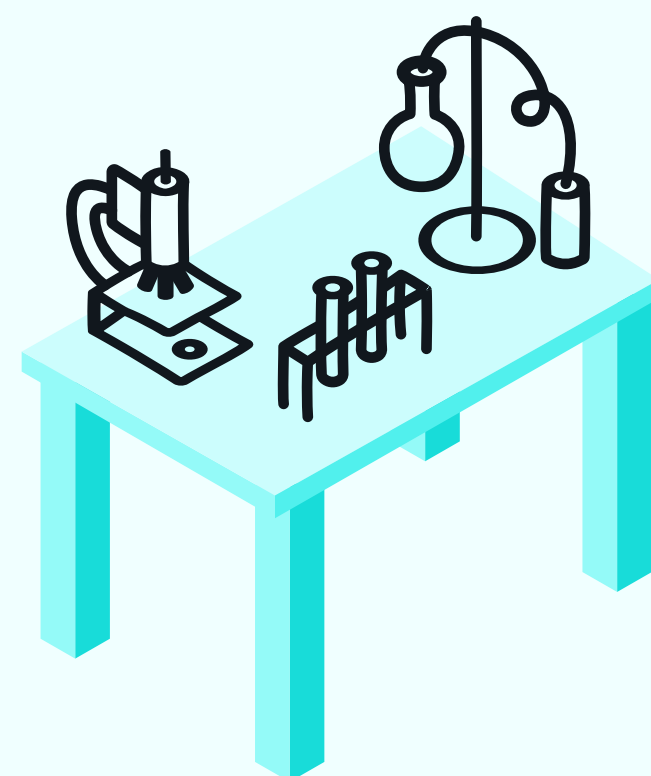
Our DNA is shaped around 4 core values: craft, eagerness, excellence and enjoyment.

These values is what we breathe every day and put into our work.



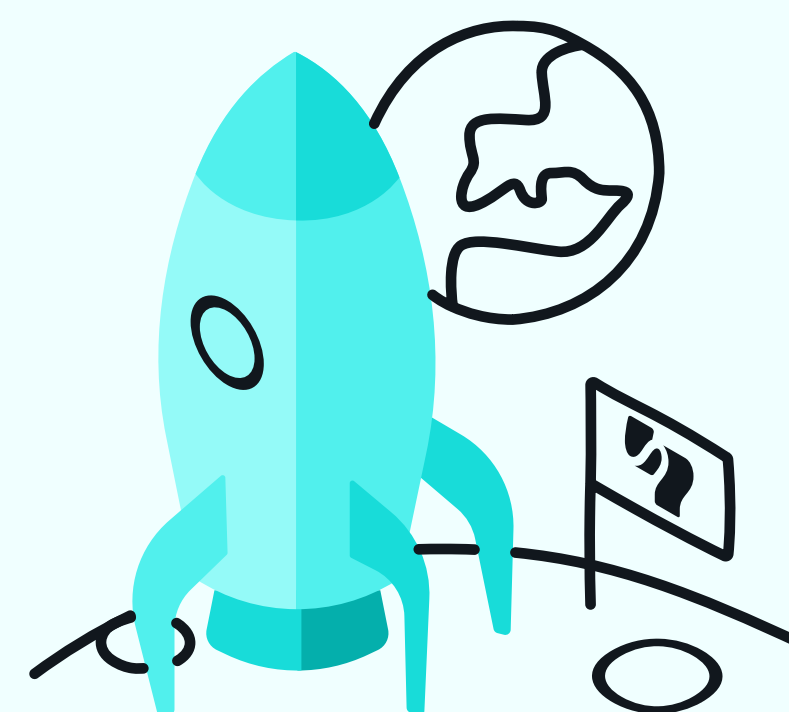
Craft

**Keep asking  
“Why”**



Eagerness

**Be better & do  
better**



Excellence

**Never stop  
learning**



Enjoyment

**Let's make  
something!**



# Meet the team

Our team is jam packed with creative, smart and bubbly people. We inspire each other to improve daily, and be the best and happiest we can be.





## Stats

Since Yummygum was founded we have worked so many amazing people and rad brands it's hard to keep count. But fortunately we're good at keeping count.

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150 +

Happy clients served  
with amazing projects

\$ 130M +

Funding received by  
our clients

13 +

Years of agency  
experience



# 06. Contact

# Our office lies beside the canals of Amsterdam

Our minimal and functional approach in aesthetic is felt  
in our office too. Feel free to visit our office by boat.

Our address

Jacob van Lennepkade 334H  
1053 NJ Amsterdam  
the Netherlands

06. Contact

Rembrandtpark



Yummygum

Overtoom

Vondelpark

Kinkerstraat

Rozengracht

Anne Frank house

Amsterdam Centraal

Rijksmuseum

Sarphatipark

Wibautstraat

Artis Zoo

Oosterpark





## Vince loves to hear your ideas

"I enjoy translating your thoughts to our diversely skilled team for the best results"

— Vince

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🌐 [www.yummygum.com](http://www.yummygum.com)