



Denise Cerreta of One World Cafe© shares her most unusual business model during [Babson's Symposium on Business and Spirituality](#)

The transplanted Ohioan was an experienced acupuncturist running a successful holistic center in Salt Lake City. But after seven years in her vocation, Denise Cerreta felt she had reached her spiritual ceiling...and that's when it happened.

One day, Cerreta says she had some kind of spiritual intervention, "I listened to my breath and stepped into the energy." The rest is history.

Her calling evolved into [One World Cafe©](#)....a cozy, organic food restaurant of a different sort ...there are **no cash registers** and **no prices** on the menus.

"I wanted to help build one world where everybody eats," says Cerreta, "But I also wanted a profit-making business model." Cerreta lets customers decide how much to pay for their organic food. "They pay by conscience in a simple brown basket near the beverage area."

Her clientele is diverse socially and economically—some homeless regulars (who use volunteerism to pay their check), many students, single and stay-at-home moms, people who have recently lost their jobs. "Loyal customers are my best advertising," says Cerreta. "They are also the reason my business model is working."

Cerreta contends it's her customers who keep One World Cafe© from going under. "My staff and clientele become shareholders and have embraced the Cafe©'s culture wholeheartedly."

Must be so, the for-profit business owner has started a nonprofit foundation similar to Habitat for Humanity, to help spread the cafe© concept to other major cities. Next stop is New York City. "Good begets good," says Cerreta, "God does work through other people, if you let him."