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**Unconventional wisdom: pulling profits without posting prices.** (Rocky Mountain Report)(*One World Cafe*)(Interview)  
*Dina Berta.*

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On a recent trip to Salt Lake City, I finally had the opportunity to visit in person one of the most unusual restaurants I ever have written about: *One World Cafe*.

Chef-owner Denise Cerreta made national news for her One World Card because of its menu, or lack thereof. She cooks whatever she wants each day, and customers pay whatever they want as well.

I was curious to see if she still was in business more than a year after I had interviewed her for a story for NRN. I found the restaurant in a house that had been renovated into a cozy mix of cafeteria and New Age coffee shop.

Cerreta was standing behind a waist-high counter, plate in hand, smiling as she dished up food for customers. It was a slow-moving line, because almost everyone seemed to want to chat with Cerreta as well as eat. Most stuffed dollar bills into a decorative box before they got into line.

When Cerreta got a break we chatted outside while I took pictures of her. She admitted that running the restaurant hasn't always been easy. She was doing well enough at one point that she hired several people. But that turned out to be a mistake, as the donations in the box weren't covering her expenses. For a while she was working 60-hour weeks and eventually she had to lay off some workers.

However, things are better now, she said. She has some excellent cooks who have come to work for her. A few customers pay for their meals by washing dishes. She has no regrets.

I never thought I'd see anyone else renounce prices. Then I returned home and learned that Six89 Kitchen and Wine Bar, a fine-dining restaurant in Carbondale, Colo., had celebrated its fourth annual Pay What You Think Night.