



## 4 At a few new restaurants, you can name your price.

If you've ever left a restaurant feeling like you've spent too much, you're in luck: Some cafés are letting you **pay what you wish**. The concept is the brainchild of restaurant consultant Denise Cerreta, who launched the idea at the Salt Lake City café One World Everybody Eats (41 S. 300 East; 801-519-2002). Customers there order dishes from a daily-changing menu, then cashiers merely suggest a price. Diners can pay in full, or not. Most fork over the suggested amount (the average tab is \$8), but some people opt to pay more, which makes up for the ones who pay zip. The idea worked so well that Cerreta now works full time helping others open similar cafés. So far, there are five locations in five states, and one is on the way for Washington, D.C., later this year. *[oneworldeverybodyeats.org](http://oneworldeverybodyeats.org) for locations*