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Contact: Don Merrill
801-809-8782
www.oneworldeverybodyeats.com

SALT LAKE CITY, UT - One World Cafe, the no menu, no prices restaurant in Salt Lake City that was begun two years ago, is in the black.

The financial viability of one of the more than 57,000 restaurants that sought business licenses this year would probably be no big deal except that founder Denise Cerreta's cafe has been closely eyed by the restaurant industry since her radical way of feeding people first started getting attention in 2003. Back then, some blogs and media reports said the idea was revolutionary but impractical, and would never make it. Ms. Cerreta runs One World Cafe on the idea that people are basically honest, don't want to overeat, or waste food and money. Patrons pay for what they eat and what they think the meal was worth.

Tie this to her desire to serve all organic food, pay her employees a living wage, give her cooks the freedom to create new cuisine without being tied to a recipe and offer a hand up volunteer program for those without financial means; and you have an idea that shouldn't work, but does. A recent survey by anthropology graduate students at the University of Utah looked at how customers viewed the One World Cafe model. It showed people are more honest and altruistic than is generally assumed and view the concept favorably.

According to H.G. Parsa, Associate Professor of Hospitality Management at Ohio State University, restaurants have an average failure rate of about 26% in the first year, 19% in the second year and 14% in the third year for a nearly 60% failure rate in three years over all. "Our debt has been slowly, slowly falling," says Cerreta. "This fall, we made it to profitability."

But Ms. Cerreta is already looking to an even more radical proposal. In May 2005, she established a Board of Directors to oversee the newly-created "One World Everybody Eats Foundation." The foundation, she says, will establish for-profit cafes in selected cities around the country. It will provide seed money, equipment and training to help those with a similar passion to end world hunger locally to set up their own One World Cafe-like restaurant. "I had my own 'Field of Dreams' experience about the pricing structure," she says, "as well as serving all organic food." And, she is currently writing a book called "Spirit in Business" that she calls a "How-To" for other humanitarian entrepreneurs who want to start their own spirituality-based business.

The Board has received non-profit status for the foundation in Utah and is awaiting tax-exempt, non-profit status from the IRS. When it receives its 501(c)3 designation, it will be able to accept donations from individuals and philanthropic organizations and begin placing cafes in other cities. On the list of first cities where the One World Everybody Eats Foundation will help establish restaurants are New York, Washington D.C., Iowa City, St. Paul, Chicago, Boston and Atlanta. "We're about a hand up, not a hand out," she says. "And we're still here."