



Press Release
For Immediate Release
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Salt Lake restaurateur receives local award

Denise Cerreta, owner of the innovative "One World Cafe" in Salt Lake City, was recognized by one of the city's award winning newspapers recently. The Salt Lake City Weekly has sponsored its "Best of Utah" edition for many years. The issue recognizes the best Salt Lake has to offer in the areas of media, politics, nightlife and restaurants, for which Cerreta's cafe was one of several highlighted.

City Weekly called the One World Cafe, a spot that "offers an ever changing buffet of soups, salads and main dishes; portions you can design to your own appetite." "I'm grateful for the recognition," says Denise, "even though we do what we do not for recognition, but to help people see that hunger is a problem around the world. One World is proving that people can be fed outside the corporate model, nourished by the community and done with a vision of altruism."

One World Cafe offers a daily changing menu of wholly organic food and pay as you go prices. It pays its employees a living wage, and never fills the trash with food waste because it encourages people to eat what they can eat, not what they think they can eat, or feel they are forced to eat. The main mission of One World Cafe is to show world hunger can be conquered one city and one restaurant at a time. It is seeking foundation status to begin facilitating the creation of other like-restaurants around the country.

The restaurant has been featured in People Magazine, MSNBC, CBS News and is the darling of web blogger around the country.

For more information, visit www.marketing101.biz* or www.oneworldusa.com.

* NOTE CHANGE IN WEB SITE ADDRESS.