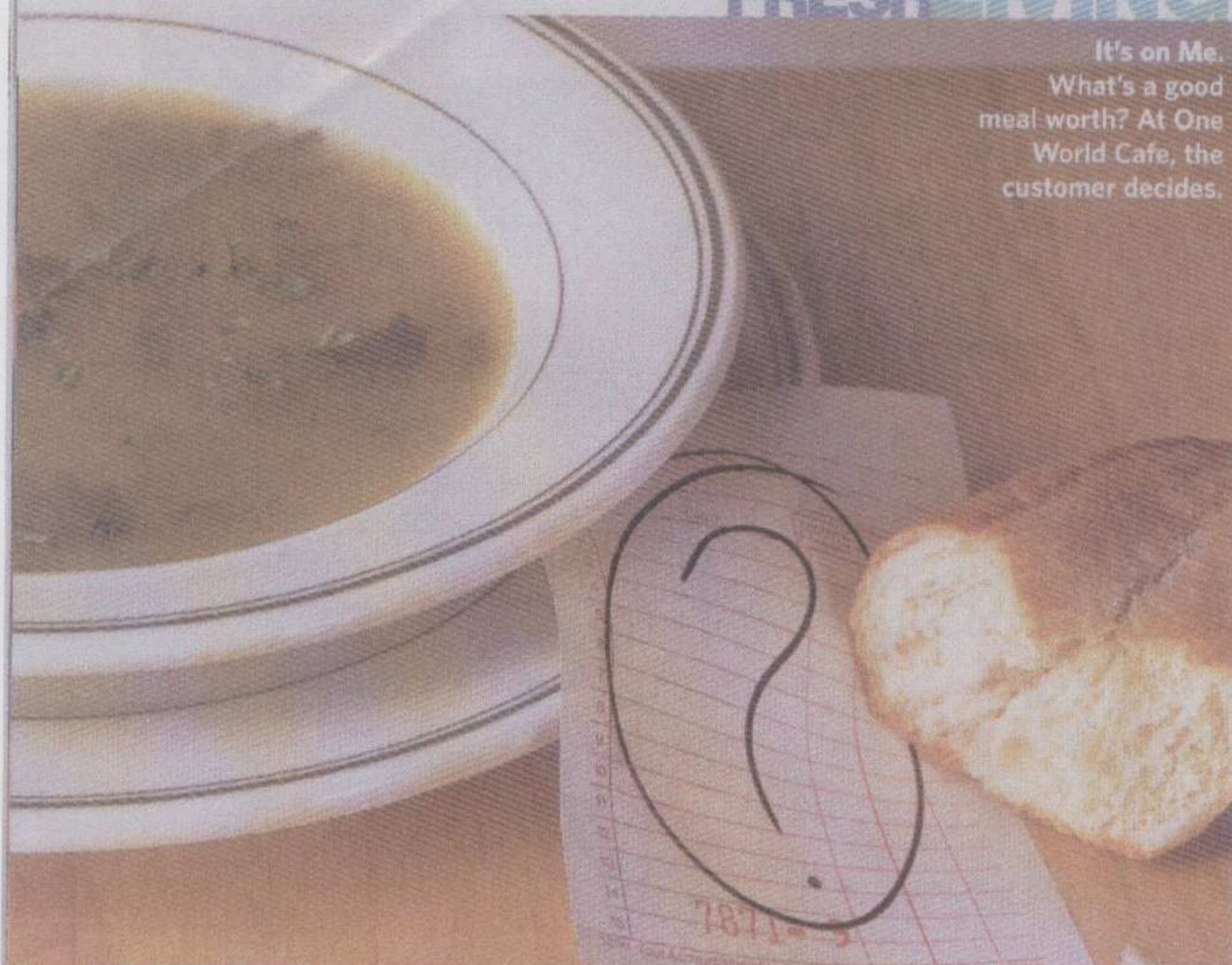


It's on Me.
What's a good
meal worth? At One
World Cafe, the
customer decides.



BRIGHT IDEA

The New Value Meal

At One World Cafe in Salt Lake City, you truly get what you pay for. There are no menus or set prices: Instead, people choose from a variety of dishes and pay what they feel their meal was worth, dropping their cash into a wooden box. It's a win-win situation, owner Denise Cerreta says. The business makes money, and anyone who wants it can get a healthy meal produced with a minimum of waste. "I cook dishes only with whatever we have on hand," says Cerreta, who relies on the restaurant's garden for produce in season. And since customers are served according to how much they want, there's rarely food left on a plate. At the end of the day, the dining room empties just one can of trash. What's for lunch? Fresh dishes like spinach-feta-tomato quiche, spicy peanut stew, and apple-granola cobbler—all made with organic ingredients. It's a taste of the good life. Let's hope it catches on. oneworldcafeusa.com —Peta Owens-Liston