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## U students help save local business

By *Maria Murguía*

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Imagine a restaurant in which people eat a meal and pay whatever they think it is worth.

Many may think that such a restaurant would probably go out of business, but thanks to a group of students at the U last Spring Semester, Salt Lake City's One World Café does not need to charge its customers set prices. The restaurant is known for allowing guests to pay whatever they thought their meal merited.

As part of a project for their business society class, the students designed brochures to raise awareness of the restaurant's unique mission and to bring in donations. One World Café is a non-profit organization whose proceeds help establish other similar restaurants.

"We were flattered they thought enough of the café for their class project," said Don Merrill, media relations manager for One World Café. "Their work was very good. The students wanted to do something worthwhile and get a good grade, too," he said.

Junior business major Chris Thongsavath came up with the idea. "We had to pick a small business in Salt Lake for our project. A friend told me about this restaurant where you could eat and pay what you wanted, and I thought it would be a good idea," said Thongsavath, one of the students who created the brochures.



Media Credit: Lonny Danler

Amber Robb, a volunteer employee at One World Cafe, waits on customers Saturday afternoon. Robb said she usually washes dishes for a trade at this unique dining site where there is neither a menu nor prices. U students designed brochures and business cards to help the non-profit organization and restaurant.

Thongsavath and his teammates worked on the brochures for a month. They interviewed the owners, managers and employees to develop ideas for the brochure's design.

"We are happy with the finished product," Thongsavath said.

The brochures are being used as part of a press kit.

"We want to make this restaurant work first, so we can create seed money to create other restaurants like it," Merrill said.

Thongsavath can already see how the brochures he helped create will bring in customers.

"When we presented our final product in class, students wanted to go check it out," he said. "I hope (the brochures) can help it stay in business."

One World is popular among college students for its vegan and organic home-style cuisine, so it made perfect sense for students to work with it, Merrill said.

The feel of One World is what makes it different from other places and probably why these students chose to design the brochures, Merrill said.

One World Café is located at 41 S. 300 East in the heart of downtown Salt Lake City.

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