



North Central Idaho

One World Cafe

2022



One World Cafe

Brandy Sullivan and Sara Pritchett,
Owners

Moscow, ID

Started: 2005

owc-moscow.com



“We are thankful [to the SBDC] for offering insights on what other local small businesses are doing, and for shining light on opportunities we may not have known about.”

Brandy and Sara had dreamed of opening a local coffee shop in Moscow, Idaho, one that had a community feel to it. A space with live music, where a mix of locals and visitors to Moscow could relax, enjoy quality drinks and food, work, socialize, study, and play games. That dream first took shape in 2005 as One World Cafe.

Their formula worked. They recently expanded their footprint to include a “Pubside” restaurant that serves wine, beer and cider on tap, soups, sandwiches and weekend brunch. The One World staff went from 14 to 25 with new kitchen staff and front of the house positions created. Year over year, sales climbed 30% by September of 2022. Additional customer segments come from catering private on and off-site events as well as delivery service.

One World Café is as unique as the town of Moscow where it resides. Located a few blocks from the University of Idaho campus, the place is a welcome melting pot for students, academics, staff, and “townies” of varied backgrounds and ages. Their loyal customers point out the quality of food and drinks and the relaxed, personal service. One World has become the default gathering space for so many living and visiting the Moscow community.

The business has brought many rewards for Sara and Brandy, and not just the financial variety. They point out that “This business is community, it’s our friends and has become something that feels like family. We are making something we love with the people we love, in the place we love.”

Brandy and Sara were more recently assisted by SBDC during the COVID pandemic who directed them to small business financial resources. This helped One World Cafe keep the doors open and retain staff during a critical time. Not only did they keep the doors open, they expanded their footprint and food service after the pandemic, a calculated risk that has paid off.

Some words of wisdom they pass forward to other small business entrepreneurs: be flexible - because life is in motion, and there is a constant need to evolve. And evolve as a team, moving together.



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