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Pay What You Want at Panera

By FREAKONOMICS

A new [non-profit Panera](#) outside of St. Louis has caught the eye of a number of Freakonomics readers. Customers are told to [pay what they want](#) for their meals. “The pilot restaurant is run by a nonprofit foundation,” the Associated Press reports. “If it can sustain itself financially, Panera will expand the model around the country within months. It all depends on whether customers will abide by the motto that hangs above the deli counter: ‘Take what you need, leave your fair share.’”