



Success Story

Baking Sweet Memories for Business Success

This Atlanta based, family-run, black women-owned business has been featured on CNN and visited by presidents. Founded by celebrated pastry chef Sonya Jones, Sweet Auburn serves customers in several ways: in person at their historic location, at corporate and neighborhood events, and through online orders.



Merchant Profile



Chef Sonya Jones

Founder/Owner, Sweet Auburn Bread Company

Atlanta, GA

Contact

Web: sweetauburnbread.com

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PayPal Products Used

- ✓ Zettle
- ✓ PayPal Complete Payments
- ✓ PayPal Working Capital



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PayPal helped us pivot our business to expand to multiple locations for pop-up shops that grew our customer base when we really needed to.

— Chef Sonya Jones

Founder/Owner of Sweet Auburn Bread Company

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Figure out ways to make things simple when you can. Because we use the same payment systems in store as well as at events, we can easily hire and train college students, which lets us tap into one of our local community resources.

— **Chef Sonya Jones**

Founder/Owner of Sweet Auburn Bread Company

What PayPal products do you use, and how do they help you run the business?

When we started about 20 years ago, we used PayPal at checkout right from the start. When we pivoted from a single shop to multiple locations and pop-up shops it made things easy.

Since last fall, we have used PayPal Complete Payments for in store and online. We use the Zettle terminals for our pop-ups. Since Zettle uses the PayPal dashboard, it's easy to train new staff. We also use PayPal Working Capital, which is so helpful and easy to use. Finally, we've started using invoicing for events. Having everything all in one place makes things simple for us to manage.

What have been some of your most memorable milestones or successes from running the business?

Having President Bill Clinton visit our shop in the early days when we were part of his Economic Redevelopment plan for downtown Atlanta... well, this is an amazing memory from the early days of our business. We invented Sweet Potato Cheesecake for his visit and it's still a big customer favorite.



What have been some of the challenges you faced and how did you overcome them?

We got started in a food court location, which was great for the community but was hard for us to grow. We also needed to find ways to grow our business outside just the store, so being able to do corporate events, farmers markets and other pop-up events has helped us a lot.

What advice would you give someone considering starting a business?

Figure out ways to make things simple when you can. For example, now that we have Zettle and PayPal Checkout, it's easy to send anyone to a farmers' market or pop-up event. This also makes it easier for us to hire students from the university; and it's great to foster a relationship like this with the community.