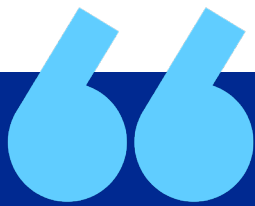


Atlanta's beloved bakery is powered by heart, and PayPal

The sweet spot between tradition and innovation

Over the years, [Sweet Auburn Bread Company](#) has drawn attention from far beyond their home in Georgia. The bakery has been featured by CNN and honored by Ebony magazine. Even former President Bill Clinton has raved about their now-famous sweet potato cheesecake: a modern twist on a classic Southern favorite.

Like her baked treats, Chef Sonya created her business from scratch. With her son Windsor at her side, Chef Sonya leads the way with a knack for innovation and adaptability. And, for more than two decades, PayPal has supported her success. "PayPal was with us when we got started and has been with us as we grew", says Chef Sonya.



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Baked-in business tools keep things growing

From a single storefront to popup events across Atlanta, Sweet Auburn Bread Company has used PayPal solutions to stay nimble in the face of changing business needs. To keep her offerings flexible, Chef Sonya relies on PayPal's ecosystem of solutions.

"PayPal helped us pivot our business to expand to multiple locations for popup shops and grow our customer base when we really needed to."

With PayPal Point of Sale, Chef Sonya can easily accept payments on-the-go. From a last-minute popup at the park to regular storefront sales, she and her team are equipped to serve customers wherever they are—without compromising service or tracking.

"Having one system that handles in-store, online and mobile payments is almost a no-brainer," Chef Sonya reflects. "It makes it easy to track everything at the end of the day, and it's just simple."

This seamless integration has paid off in a big way: Sweet Auburn Bread Company has seen a 50% increase in their customer base since they first started using PayPal solutions.¹



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When she needs more "dough", Chef Sonya turns to PayPal

Sweet Auburn Bread Company's success is a testament to choosing the right tools, at the right time.

Chef Sonya frequently taps into PayPal Working Capital to fuel her growth. PayPal Working Capital provides access to the flexible funding she needs to upgrade equipment, increase her offerings, and support expansion.²

"All I did was fill out the application online, and everything was taken care of," Chef Sonya recalls. "It's such a great cushion."

Chef Sonya also noted that repayment is easy and does not put a strain on her cash flow.

"They take out the repayment in small percentages, and I don't have to think about it. It's a simple, powerful tool for small businesses."³

Getting paid is a piece of cake (errr...a slice of pecan pie)

Chef Sonya found that customers don't just have unique preferences when it comes to their favorite baked treats. Her patrons also have their own taste in payment methods. By offering PayPal, Chef Sonya gives customers the option to pay their way. She even offers PayPal Pay Later online, making it easier for customers to pay in installments for large orders placed on her website.

Her customers, Chef Sonya recounts, appreciate having PayPal as a payment option: "They love [PayPal]...it's just so simple."

A recipe for growth

Chef Sonya is the first to admit that running Sweet Auburn Bread Company is about more than just baking sweet treats. It's a labor of love...and a LOT of time.

Through it all, PayPal remains the bakery's trusted resource. To streamline invoicing, provide easy payment options, support her cash flow, and more, Chef Sonya turns to PayPal.

With all of these solutions managed by one partner, Chef Sonya can spend more time building her business, and less time worrying about her finances.

"At the end of the day," Chef Sonya concludes, "I'm just sitting and looking at one system...and it tells me everything."

A lasting legacy that's still on-the-rise

Chef Sonya's journey from Culinary Institute of America student to nationally celebrated pastry chef is inspiring. It has taken skills, passion, resilience, and a reliable payment platform to keep Sweet Auburn Bread Company thriving. Our favorite quote from Chef Sonya is just two simple words: "I'm happy."

And her customers are too—because Sweet Auburn Bread Company is more than just a bakery, it's a business born from the heart. The evidence is right there on her website: "There's love baked in every small batch from scratch."



“
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These solutions are available with [PayPal Open](#). One platform for all business:

PayPal POS

PayPal Pay Later

PayPal Invoicing