

Retail | Canada

Going from burnout to booming business

NutmegSpiced

With support from the Lenovo Evolve Small program and Access Group Inc., NutmegSpiced has transformed from a virtual bakery to a storefront that puts Sonisha Paul's business at the heart of the local community.



access

**Lenovo
Evolve Small**

Lenovo



1

Customer background

Who is NutmegSpiced?

On a mission to bring the flavors of Grenada to downtown Toronto, NutmegSpiced was founded during the COVID-19 pandemic as a virtual bakery, delivering batches of Grenadian specialties such as coconut tart, currant rolls, and cut-cake to customers in the “Little Jamaica” neighborhood and beyond.

Recently, the company has opened a wildly popular storefront that attracts visitors from as far away as Ottawa to recall the taste of their Caribbean childhood or take their first bite of Grenadian cuisine.



2 The challenge

After a busy holiday season, NutmegSpiced founder Sonisha Paul felt burnt out. “I felt like I had gotten as far as I could with the resources I had,” she explains. “It was like I was watching my passion die. I even shut down my website for a month. And then I got an email from [Lenovo’s partner] Goodie Nation.”

Sonisha had applied to the Lenovo Evolve Small program for a grant, and the email was to tell her that they wanted to interview her. That interview—and her subsequent approval for the grant—not only re-energized her to continue her journey with NutmegSpiced, it inspired her to expand her vision for what the business could become.

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“Talking to Goodie Nation was like a therapy session, and **when I got the grant, it was like I had won the lottery**. So many positive things have happened since I got accepted into the Lenovo Evolve Small program and I couldn't be any more grateful for it.”

Sonisha Paul

Owner, NutmegSpiced

Pivoting to a new business model

The Lenovo Evolve Small grant provided Sonisha with a package of funding, technology, marketing, and mentorship that opened up opportunities she had never dreamed of.

It encouraged her to switch from a 100% virtual business to a physical storefront with a big-screen display of her baked goods and a service window linked to the kitchen through a combination of Lenovo PoS, Lenovo Tab P12, and Lenovo ThinkCentre technology, deployed by local Lenovo partner [Access Group Inc.](#)

Hardware

Lenovo ThinkCentre M701 Tiny Gen 3
Lenovo ThinkCentre M701 Tiny Gen 4
Lenovo ThinkCentre Tiny-In-One 24 Gen 5
Lenovo ThinkPhone
Lenovo ThinkPad T16 Gen 3
Lenovo Chromebox Micro
Lenovo PoS
Lenovo Tab P12

Services

Lenovo Premier Support

3

The
solution

The Access Group Inc. team, led by technician Alexis, installed the Lenovo solutions at the bakery and helped Sonisha get to grips with the new technology.

Mark Sutor, President of Access Group Inc., comments:
“Alexis and other members of our team have been working closely with Sonisha to really make sure that the Lenovo technology is utilized fully. I think we all know that a solution is more than just the equipment. So, it’s been quite exciting for us to work with Sonisha and try to make sure that her vision is actually delivered using the fantastic Lenovo equipment that we have in place.”

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“Working with the Lenovo technology is amazing. The PoS system makes every transaction much more efficient, and **all the devices work together cohesively**—whatever happens on my phone, happens on my desktop, my laptop, and my tablet too.”

Sonisha Paul

Owner, NutmegSpiced

4 The results

As a virtual bakery, NutmegSpiced could only sell its baked goods in bulk orders—but today, its storefront gives the business access to a completely different group of customers. Walk-up business at the window is brisk, and although Sonisha likes to stay out of the spotlight, she has become a pillar of the local community. “I couldn’t fathom closing this business down now,” she says. “I owe so much to the community that I have to show up for it.”



Integrated workflows enable NutmegSpiced to serve more customers, more quickly



Point-of-sale displays reduce errors and ensure customers always get what they order



Successful storefront inspires ambitions to expand to more locations

4

The
results

Inspiring growth

Beyond the technology, Sonisha appreciates the whole package of support that Lenovo Evolve Small provides. “Every Monday I have a huddle with Goodie Nation, and I learn so much from my peers in the program,” says Sonisha. “And there’s therapy for founders, which has helped me learn not to be so hard on myself; I feel like I can actually breathe.”

Sonisha’s advice for other founders: “Even if you are not overly techie, your business needs tech. It doesn’t have to be intimidating. What I love about the Lenovo technology is how simple it is. It makes my job easier—that’s what technology should do, and that’s what it does.”

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“I feel like I’ve done the prototype of NutmegSpiced and now it’s time for it to fly. I want to see a team of people running this business, I want to open new locations. I see a really bright future, and **Lenovo Evolve Small has been a godsend in turning this business around.**”

Sonisha Paul

Owner, NutmegSpiced

Why Lenovo?

The Lenovo Evolve Small program, with its focus on supporting women- and minority-owned businesses, was a great fit for Sonisha. “Lenovo really provided the whole package, from mentorship to marketing,” she says. “I even had radio ads and a billboard downtown! And I feel very blessed to work with Alexis from Access Group Inc. and Nico from Lenovo. Figuring out what technology I needed and making it all work together—they made it all so smooth.”

Nico Garces, Lenovo Evolve Small Ambassador, says: “I first applied to be a Lenovo Evolve Small Ambassador because I got to see the direct impact it has on a small businesses like NutmegSpiced, and I wanted to be part of that. Seeing Sonisha push the boundaries with her business is so inspiring and has encouraged me do the same in my own life.”



“I think too often in business, we focus on the solution and not the people. That’s not possible with Sonisha—her entrepreneurial spirit, her energy, and her passion are infectious. **It’s very clear that the work we’re doing is having a real impact on Sonisha and our community here in Toronto.** The hope is that it might inspire other small businesses to take a leap of faith, adopt technology, and make themselves more efficient and successful than they thought possible.”

Mark Sutor

President, Access Group Inc.

How can small businesses think bigger?

Lenovo Evolve Small has helped Toronto bakery NutmegSpiced transform from a virtual-only business to a storefront at the heart of the local community.

[Explore Lenovo Evolve Small](#)