

## Bookstore Café Specialist Joins Paz & Associates

As retail booksellers explore ways to build community and enhance their competitive advantages, many consider adding food and beverage to the in-store experience. To assist booksellers in assessing available options, developing a menu, and putting restaurant management processes into place, Paz & Associates welcomes Nicole Sullivan, owner of Denver's BookBar to their consulting group.

Sullivan studied Culinary Arts at the Art Institute of Colorado in Denver while working in financial corporations. In 2012, she witnessed a beloved bookstore close its doors and knew that something needed to be done to keep an independent bookstore in her community. She combined her passions for books, food and wine to create Denver's first bookstore wine bar, BookBar. The store has become a model for other bookstores across the country.

“Expanding the traditional business model by adding food and/or beverage services creates some very unique and exciting opportunities,” notes Sullivan. “It also creates some unique challenges since they are vastly different businesses.” Sullivan is available to help booksellers with everything from calculating start-up investment needs to choosing equipment, laying out service counters to providing vendor lists. A café start-up package is available as well as consulting by the hour. Since opening BookBar, Nicole has launched BookBed by BookBar, an author bed and breakfast above her store. She serves on the board of directors for the Mountains & Plains Independent Booksellers Association.



The Bookstore Training Group of Paz & Associates was established in 1992 to help booksellers learn, plan, refine, and grow their bookstore businesses. For information, contact Mark Kaufman at [mkaufman@pazbookbiz.com](mailto:mkaufman@pazbookbiz.com) or 904/277-2664.