



Sasha Formica is the Director of Operations at Be Nice Restaurant Group, a collection of locally owned Fort Lauderdale restaurants founded in 2011 by South Florida native Elliot Wolf. The group is built on a culture rooted in serving great food with exceptional service and genuine hospitality.

In her role, Sasha oversees operations for some of South Florida's most iconic dining destinations, including Coconuts, G&B Oyster Bar, Foxy Brown, Lunchroom, and the group's newest venture, G&B Dockside.

With over a decade of experience in restaurant and hospitality management, she plays a pivotal role in multi-unit operations, new concept development, and maintaining the consistency and character that define the Be Nice brand.

Sasha's leadership reflects the core values of Be Nice Restaurant Group—treating guests, employees, and the surrounding community with care and respect.

**Trustee Member  
Professional Bio**