

# Love **evol.** Burritos

EVOL Burritos | [evolburritos.com](http://evolburritos.com)

**Phil Anson** (BA, 1999)

**P**hil Anson came to Colorado for college (from [unclear]les) for its beauty and mountains. When it came to choosing a major, he appreciated that DU had much to offer. “I didn’t know what I wanted to study, but I was naturally inclined toward communications and writing and photography,” says Anson. When he graduated, Anson did some freelance photography work—and a lot of rock climbing. And strangely enough, it was during those climbing trips that Anson’s burrito company got its start.

“I’ve always loved food and cooking,” he says. “When friends and I would go climbing, we always ate burritos. The convenience of a handheld eating vehicle really resonated with that crowd. It’s the perfect mobile food.”

Soon, Anson was selling his burritos out of a cooler to fellow climbers in Eldorado Canyon. In 2002, he started Phil’s Fresh Foods, delivering fresh burritos to coffee shops and convenience stores around Boulder. In 2007, he switched gears in order to grow the business, and began selling exclusively in the frozen-foods sections of grocery stores.

In 2009, Anson was introduced by his friend and former resident advisor Erik Mitisek (BSBA, 1999) to Tom Spier and Brendan Synnott, who had recently sold their company, Bear Naked Granola, to Kellogg. The pair was interested in the next great investment, and felt Anson and his burrito company fit the bill. His new partners helped Anson rebrand as EVOL Burritos (that’s love spelled backward). EVOL Burritos are available in 6,000 stores nationwide, and Anson expects to hit 10,000 by the end of 2011. The company has 38 full-time employees.

Although Anson isn’t a Daniels alumnus, he knows the value of the Daniels education. In 2010, he tapped the Daniels Pioneer Network and hired Darin Gruenhaupt (MBA, 1993) as director of foodservice and convenience channel and Christian Robillard (IMBA, 2002) as supply-chain manager. “One of my biggest lessons has been to get the right people on the team,” he says. “The line between success and failure is thin. Thankfully, I have the greatest team in the world.” •



Photo: Phil Anson (left), Darin Gruenhaupt (center) and Christian Robillard (right).