



## Longmont sisters help natural burrito brand grow

BY ANNA TAYLOR

From sharing similar sports activities, writing for the school newspaper to being members of the same dance team at Longmont High School, sisters Danielle and Stephanie Winslow grew up doing most everything together.

After seven years apart while in college, the sisters have found themselves together again to help EVOL Burritos in Boulder become one of the Colorado Companies to Watch for in 2010.

"I knew when I went to CU that I wanted to stay in Colorado," Danielle explains. "It's nice to be near family and loved ones, and be in Colorado in general."

Stephanie, on the other hand, went to Arizona State University for college, where she ended up landing a job with the Phoenix Suns after graduation. It wasn't until she incurred a serious neck injury that she found

herself back in Colorado.

After Danielle graduated from CU, EVOL contacted her for a sales position. She had already accepted a spot at Go Fast Energy Drinks, so she referred them to Stephanie for the job. Despite various complications with her injuries, Stephanie has made quite a name for herself within the company contributing to much of its success. "I have had two surgeries since being at EVOL and they have been so supportive throughout," she explains.

"Stephanie is an incredible organizer," says Phil Anson, founder of the company, when talking about the various events she has orchestrated. At the 2010 Mile High Music Fest, more than 20,000 burritos were handed out at that one event alone.

"Four or five months after I started, we realized we really needed someone to handle

Top: Danielle Winslow, left, marketing and communications, and Stephanie Winslow, marketing and events manager, display some of EVOL Burritos frozen products made from fresh ingredients at their Boulder manufacturing plant. (Paul Litman) Left top: Sisters Danielle and Stephanie Winslow. Left bottom: Danielle and Stephanie at the 2003 UDA National Dance Team Championships in Orlando, Florida with the Longmont Dance Team. (Courtesy Danielle Winslow)



EVOL was a sponsor at the 2010 Mile High Music Festival where Stephanie Winslow, left, and Danielle Winslow meet Stephan Lessard from Dave Matthews Band. (Courtesy Danielle Winslow)

marketing and public relations," Stephanie says. After seeing how great the company was to her sister, Danielle left her position at Go Fast to start working for EVOL, handling their internal and external communications. "She really took the bull by the horns and took on the PR role," Anson explains about Danielle's work.

The sisters describe the company as a family-oriented atmosphere where they look forward to doing fun things together and going on promotional trips.

While some would see employing siblings as a potential liability, Anson feels differently. "At the end of the day, it's about having the right people who can handle it." In addition to the Winslows, EVOL employs another sibling duo and Anson's wife has worked alongside him since the beginning.

The company's care for what they do is not only reflected in the way they treat their employees, but also in their products. "The company tries to source their ingredients as locally as possible," Stephanie explains. The company also stresses the use of all natural ingredients with no pesticides or hormones. "We know exactly which farm every one of our products comes from," Danielle says.

In just one year, EVOL has taken over the No. 2 spot in the natural burrito category nationwide with 28 types of frozen burritos and wraps including minis, grab and go deli-style, and premium.

"The Winslows really are a representation of our company and our products," Anson says.



### Check it Out

EVOL Burritos has been noted as being a company to watch in 2010. Find out more about the company on its website at [www.evolfoods.com](http://www.evolfoods.com). Watch a video interview with the company's owners and marketing team to learn more about the business at <http://www.longmontmagazine.com/MultiMedia/evolBurritos/evolBurrito.asp>



### Facebook

"Like" the EVOL Burritos page on Facebook and learn things about the company, while also competing to win prizes and burritos!



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