

BEST LIQUOR STORE

WILBUR'S TOTAL BEVERAGE

willburstotalbeverage.com

2201 S. College Ave.
Fort Collins 80525
Phone: 970.226.8662

WILBUR'S
TOTAL BEVERAGE
WINE & SPIRITS



Years in
business: 20
Number of
employees: 37



WHAT IS THE STORY BEHIND YOUR NAME?

One night, my father and I were brainstorming names for the business while enjoying a cocktail. By the time we got to the "W" section in the Name Your Baby book, we were a couple cocktails deep. When "Wilbur" came up, my father started talking about Mr. Ed the Talking Horse, and I brought up Charlotte's Web. Neither of us knew what the other was talking about due to our age difference. However, a great friend of the family happened to be named Wilbur, although he doesn't go by that. So, it was a great opportunity to give him a hard time.

WHAT ARE CAUSES YOU SUPPORT?

Wilbur's donates to a number of nonprofits each year, including St. Jude Children's Research Hospital, McKee Medical Center, Food Bank for Larimer County, the Wilbur's Breast Cancer Fund at UHealth Northern Colorado Foundation, Children's Health Foundation and Pathways of Northern Colorado. For more than 15 years, Wilbur's has been the annual organizer of A Vintage Affair, which benefits Pathways and their hospice, palliative care, and grief and loss services in Northern Colorado.

WHAT IS ONE OF YOUR GREATEST ACHIEVEMENTS?

We have been able to have a family-owned small business for almost 20 years. I started in 2000 with my father, and we'll hopefully grow to be a third-generation family business in years to come.

– Respondent: Mat Dinsmore, Co-owner