

Meet Meet Bill and Kate Bedortha of Rocky Mountain Wraps

April 2023

Today we'd like to introduce you to Bill and Kate Bedortha.

Hi Bill and Kate, we'd love for you to start by introducing yourself.

We first met when we were still in high school. After spending time learning, living, working and traveling around this great country seeing the Grateful Dead we settled down and started a life and family. We have three children, we have been married for 37 years. Our family loves the outdoors, music and of course food. We have been partners in life and business for the long run and are best friends.

After working our way up in the grocery business, Kate and Bill decided to use their sales and marketing backgrounds to start a new company in the early 2000s called Solar Falafel in Austin TX. While our primary business was distributing our small batch Hummus and Falafel to Central Texas grocery stores like Whole Foods and HEB, the most fun and rewarding part of that business was participating in festivals where we were able to interact with our customers both old and new. Vending at Austin City Limits Festival for 7 years, and Old Settlers Bluegrass Festival and Willie Nelson's 4th of July Picnics were some of the best times for us and our employees.

Our love for music and our love for serving people good healthy food merged into a passion that brought us where we are today. After starting and selling a chain of boutique lacrosse stores and bouncing around looking for something meaningful we decided to get back into the business that we loved so much and bring it to Conifer CO.

Opening in July of 2019 with great hopes and fanfare we quickly ran into the pandemic but we have stayed true to our course and prevailed, continuing to grow year after year. We have expanded our restaurant to include much more seating than we originally anticipated and our food Concession trailer has become a regular at local

music and art festivals. We are enjoying growing our business, meeting new people every day, and bringing the love of Rocky Mountain Wraps to everybody we can.

Would you say it's been a smooth road, and if not, what are some of the biggest challenges you've faced along the way?

Struggles were the name of the game in 2020 after the pandemic hit everyone, but restaurants were hit particularly hard. Luckily, we had great support from the local community. We were able to pivot, We built out our website for ordering in 36 hours and we



Bill and Kate

