Morrison, CO Restaurant Resale , Twenty Years of Dedication, One Well-Earned Exit

From longtime manager to 20-year owner, and now, a legacy passed to the next generation

Morrison, CO	Restaurant Resale	Steve & Cyndi Weinbaum
Location	Sale Type	WSR CO Corporate

The Opportunity

Morrison, Colorado is a small mountain town just west of Denver, known for Red Rocks Amphitheatre, stunning natural scenery, and a tight-knit community that supports its local businesses. A restaurant that has thrived here for two decades isn't lucky. It's built something real.

When this listing came to market, it arrived with the kind of credentials that serious buyers look for: strong sales, high earnings, demonstrated longevity, and real potential to grow further. In a market where buyers are often asked to take a leap of faith, this was a transaction backed by proof.

Why the Owner Sold

Butch's story is one of the restaurant industry's most compelling arcs. He started as the manager, someone who understood the operation from the inside out, and eventually purchased the restaurant himself. For twenty years, he owned and operated it, building a business that delivered consistent results and earned the loyalty of its community.

After two decades, retirement wasn't just deserved, it was earned. This was not a distressed sale or an operator walking away from a struggling business. It was a seasoned restaurateur making a deliberate, well-timed decision to step back from a business at the height of its performance, and entrusting We Sell Restaurants to find someone worthy of carrying it forward.

The Sale

Steve and Cyndi Weinbaum, WSR CO Corporate brokers, handled this transaction from listing to close. The deal came together with the support of Huntington Bank, which managed the financing and helped bring the transaction across the finish line smoothly.

The combination of a well-performing business, a motivated seller with clear rationale, and strong lender support made for a transaction that moved efficiently, exactly what both sides needed.

Why the Buyer Said Yes

The new owner brings a background in supply chain and the food industry, experience that translates directly into restaurant ownership. Understanding how food moves, how costs are managed, and how operations scale is a significant advantage going into day one.

While this is his first restaurant, he's not entering the industry without foundation. Four things made this the right acquisition:

- **Strong sales**, a business already performing at a high level, not a turnaround project
- **High earnings**, proof that the model works and the margins are real
- **Potential to grow**, room to bring new ideas and industry knowledge to bear on an already-successful operation
- **Longevity**, twenty years of continuous operation signals a concept, location, and customer base that are built to last

For a first-time restaurant owner with a strong professional background, stepping into a business this established dramatically reduces early-stage risk and accelerates the path to confident operation.

Key Takeaways

- A manager-to-owner story adds powerful credibility, two decades of ownership by someone who knew the business from day one signals exceptional operational depth
- Retirement exits can produce the strongest listings, a well-run business sold at peak performance attracts serious, qualified buyers
- Industry-adjacent experience is a strong foundation for first-time owners, supply chain and food industry knowledge translates directly into restaurant operations
- Strong financials attract strong lenders, Huntington Bank's involvement reflects the quality and credibility of this transaction
- Longevity is the ultimate proof point, twenty years in a competitive market tells buyers everything they need to know about viability

Frequently Asked Questions

How did the buyer finance this purchase?
Huntington Bank handled the financing for this transaction. Their involvement speaks to the strength of the business's financials, lenders respond to strong sales, proven earnings, and a track record that reduces their risk. A well-performing restaurant with two decades of history is exactly the kind of acquisition that banks want to support.

Is this the new owner's first restaurant?
Yes, but first-time doesn't mean unprepared. The buyer's background in supply chain and the food industry gives him a practical understanding of the operational and financial side of the business that many first-time owners lack. Paired with a business that already has strong fundamentals, he's entering ownership with every advantage.

What made this a strong opportunity for a buyer with food industry experience?
Experience in supply chain and food operations translates directly into restaurant ownership, understanding sourcing, cost management, and logistics gives this buyer a head start most new operators don't have. Combined with a high-performing, established business, it's an exceptionally strong foundation.

Why did the seller choose We Sell Restaurants?
After twenty years of building a successful restaurant, Butch needed a broker who could represent that value accurately and find a buyer ready to honor what he had built. Steve and Cyndi Weinbaum's experience with Colorado restaurant transactions made them the right team to manage this sale and deliver the outcome the seller deserved.