CHIPOTLE Rediscovering Purpose Competitive Landscape in 2025

	Chipotle Mexican Grill	QDOBA Mexican Eats	Moe's Southwest Grill	Baja Fresh Mexican Grill	El Pollo Loco
Year Founded	1993	1995	2000	1990	1974
Revenue 2015 / 2024	$4.5B / $11.3B	$374M / $1.1B (2023)	$641M / $731M	$145M / $61M	$355M / $473M
# of Restaurants 2015 / 2025	2,000 / 3,800+	335 / 800	550 / 618	162 / 80	415 / 498
Placement Drive-through	1,000+	No	< 20 (as of 2021)	Yes	Yes (some)
Price Rewards program	Chipotle Rewards	QDOBA Rewards	Moe Rewards *(relaunched 2025)*	Club Baja Rewards	Loco Rewards
Promotion Taglines	"Food with Integrity"	"United by Flavor"	"Welcome to Moe's!"	"Eat Well, Live Fresh"	"Let's Get Loco"
Product Offerings	Bowls, burritos, salads, tacos and quesadillas	Burritos, bowls, salads, nachos, tacos	Burritos, bowls, quesadillas, tacos, nachos	Burritos, tacos, bowls	Fire-grilled chicken bowls, tacos, burritos, salads

CHIPOTLE Rediscovering Purpose Competitive Landscape in 2025

	Panera BREAD	Chick-fil-A	sweetgreen	CAVA	DAVE'S HOT CHICKEN
Year Founded	1981	1967	2007	2006	2017
Revenue 2015 / 2024	$2.7B / $6.1B	$6B / $22.7B	$50M / $677M	N/A / $954M	- / $406M
# of Restaurants 2015 / 2025	2,000 / 2,200	1,887 / 3,228	31 / 926	8 / 382	- / 250
Placement Drive-through	1,000	Yes (most)	Yes (some *sweetlanes*)	Yes (some)	Yes (most)
Price Rewards program	MyPanera *(relaunched 2022)*	Chick-Fil-A One	SG Rewards	CAVA Rewards	Frequent Fryer Rewards
Promotion Taglines	"It Just Meals Good"	"Eat More Chikin"	"Follow Your Greens"	"Bringing heart, health, and humanity to food"	"Don't Die Before You Try It"
Product Offerings	Baked goods, sandwiches, soups, salads, drinks	Chicken-based sandwiches, nuggets, strips	Healthy salads and grain bowls	Salads, rice bowls, pita wraps	Nashville-style hot chicken tenders and sliders