CHIPOTLE Rediscovering Purpose Timeline (2017-2022)

2017

Market capitalization falls below $8B following the food crisis

2018

- New round of food illness outbreaks
- Chris Brandt named Chief Marketing Officer
- First Chipotlane® opens in Cuyahoga, Ohio

2019

- "Behind the Foil" campaign
- Scripps National Spelling Bee sponsorship
- Chipotle Rewards launches

2020

Queso Blanco relaunch

2021

- "Can a Burrito Change the World?" Super Bowl LV ad
- "A Future Begins" short film
- Market capitalization reaches $49B

2022

Tik-Tok-inspired Fajita Quesadilla added to the menu in record time