



### PRODUCT

**40M** lbs. purchased from local farmers



**#1** brand with "customized meals" and "unique menu items"

### PRICE



**20M** active members Voted one of America's best rewards programs with

**~\$4B** digital sales generated in part by Chipotle Rewards **\$**

### PLACEMENT



**1,068** Chipotlane® operating by end of 2024

**30** seconds average time in drive-through versus 325 seconds at Chick-Fil-A



### PROMOTION

**+13** points positive buzz about the brand

**-11** points negative things about the brand (2018-2019)



CAN A BURRITO CHANGE THE WORLD

**48k**

Clicks on interactive link

**+4.0** points brand awareness

**+7.8** points willingness to try a restaurant

**+9.9** points recommendation