



CHIPOTLE
— GOODS —



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- On August 4, 2020, Chipotle launched 'Chipotle Goods' which is a fashion line which includes responsibly sourced apparel collection made with organic cotton.
- All profits will go to supporting organizations that are focused on making fashion and farming more sustainable.
- Since 2012, Chipotle has been supporting organic cotton farmers through uniform purchases, making the restaurant chain one of the largest buyers of **Global Organic Textile Standard. (GOTS)**
- Chipotle is one of the largest restaurant purchasers of avocados in the world. Each year Chipotle is left with around 300 million avocado pits.
- The collection features avo dyed garments using upcycled avocado pits from the restaurants.
- Partners with *Textile Exchange & Loomstate*
- Clothing made from organic cotton



Existing Customer

Age: 18-28

Occupation: College student and/or young millennial professional

Income: Disposable income; follow spending patterns

Where they live: Around college campuses; Urban areas; or surrounding suburbs

Why Chipotle?: These are the people who would go to a fast casual restaurant when pressed on time. Since this group is more educated on foods and is working for a healthier diet, they would choose Chipotle because it is a healthier alternative to fast food chains without sacrificing time.

This reflects with their fashion line, *Chipotle Goods* since this target market is more educated, they are more knowledgeable on the environment impact of our shopping habits. This group would be willing to pay slightly more for a sustainable product than older generations. With the clothing line priced between \$9-\$75, this fits in their price range.



Competitor-McDonalds



Apparel & Accessories

Heritage

Last Chance



Due to the COVID-19 pandemic and a high volume of holiday orders, we are experiencing delays in shipping.

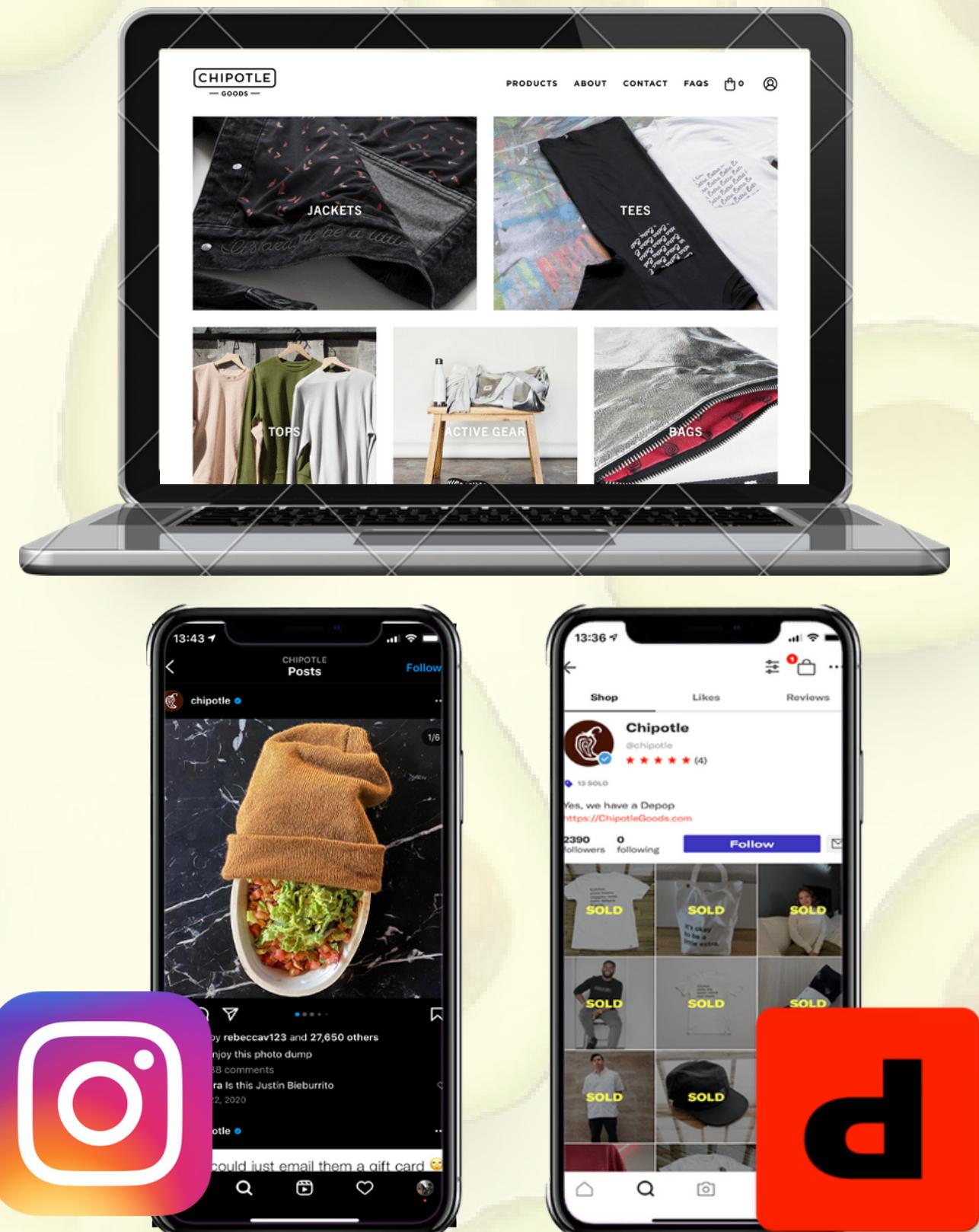


McDonalds X Cactus Jack



Current Marketing Strategy

- **E-commerce:** Is only sold online. Chipotle rewards members who receive emails gained early access to the collection on August 3, 2020. On August 4 is when it was released to the general public. Orders over \$35 gets free shipping.
- **Depop:** On August 5, *Chipotle Goods* hosted a pop-up event on the resale app. Hosted along with depop influencers, the sustainable line sold customized *Chipotle Goods* apparel not sold on their website.
- **Instagram:** Doesn't have a separate account for the fashion line. Chipotle would post occasionally about *Chipotle Goods*. There is a shopping tab but there's only 3 items listed. Around election time, they promoted their limited time 'chip-vote-le' t-shirt.



For the restaurant itself, Chipotle restaurants are located heavily in urban areas and surrounding suburbs. with this, the restaurant is focused on non-traditional advertising, and choosing to rely on positive word-of-mouth. Chipotle only spends about 2% of revenue on advertising.

Concept/Objective

Free Shipping on domestic orders of \$35 or more



PRODUCTS ABOUT CONTACT FAQS



- Chipotle is known for having choices, meaning you can pick and choose what goes into your bowl or burrito.
- Inspired by Buzzfeed quizzes ex.) 'Based off of your coffee order, what Hogwarts house do you belong to'
- Basically 'stereotyping'
- Based off of the customers chipotle order, *Chipotle Goods* will recommend them items based off of their order. If a customer purchases any of the recommended items they will get a free meal coupon they can use in restaurant
- This will help bring more awareness to the brand by having the customers interact with both brands.



Help



DELICIOUSNESS, RECEIVED

Marketing Strategy

Chipotle Good ads would be placed in every Chipotle restaurant since they are located in most urban areas and surrounding neighborhoods. With existing customers seeing the ad in the restaurant, word-of-mouth advertising will still continue. If customers ended up purchasing recommended items based off of their order they will receive a free meal coupon. This will draw customers back and hopefully repeat the cycle.

Even if customers don't have the intention to shop, it will still be a fun experience to do since they may be curious about what items would be recommended to them.

What are you doing? Let us know at www.chipotlegoods.com Unique code:

FOOD WITH INTEGRITY
BURRITOS, TACOS & SALADS

	CHICKEN	STEAK	CARNITAS	BARBACOA	SOFRITAS	VEGGIE	PRICE
BURRITO	6.70	7.70	7.15	7.70	6.70	6.70	445-1045*
BOWL	7.70	7.70	7.70	7.70	7.70	7.70	155-745*
TACOS	7.70	7.70	7.70	7.70	7.70	7.70	350-685*
SALAD	6.70	6.70	6.70	6.70	6.70	6.70	160-825*

CHIPOTLE
GOODS

Remember your order!
Get a customize outfit based off of your order today www.chipotlegoods.com

CHEESE QUESADILLA
With a side of rice and beans, with fruit or kid's chips, and a choice of meat for \$0.50.

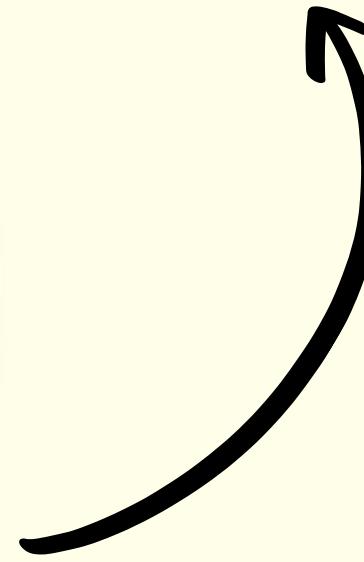
Kid's Drinks: Organic Apple Juice or Organic Milk (Plain or Chocolate)

CHIPOTLE
GOODS

PRODUCTS ABOUT CONTACT FAQS

**BURRITOS 100% OFF!
THAT'S RIGHT, FREE.**

Instagram will be used to further market this retail strategy since the demographic uses Instagram the most. Hopefully, this will expand the shopping tab.



Christina

Age: 26

Occupation: Fashion journalism

Income: \$60,000

Where they live: Seattle, WA

Hobbies: Cycling; social media; cooking; watches reality tv

Will mostly cook for herself and is cautious of what she puts in her body. If she is pressed on time, after work or after cycling she will stop by chipotle.

Chipotle order: Bowl; greens; sofritas; corn; guacamole; cauliflower rice; salsa; romaine lettuce



CHIPOTLE

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Protein

Sofritas

Rice

No Rice

Beans

No Beans

Choose your ingredients

Veggies

Queso

Mild

Medium

Hot

Corn

Sour Cream

Cheese

Lettuce

Guac

Vinaigrette

Add To Cart

Sources:

- <https://chipotlegoods.com/>
- <https://newsroom.chipotle.com/2020-08-03-Chipotle-Introduces-Responsibly-Sourced-Line-Of-Goods-Including-Upcycled-Avocado-Dyed-Apparel>
- <https://www.prnewswire.com/news-releases/chipotle-introduces-responsibly-sourced-line-of-goods-including-upcycled-avocado-dyed-apparel-301104528.html>
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