



**CHIPOTLE**

— **GOODS** —



# CHIPOTLE

## — GOODS —

- 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

McDonalds X Cactus Jack

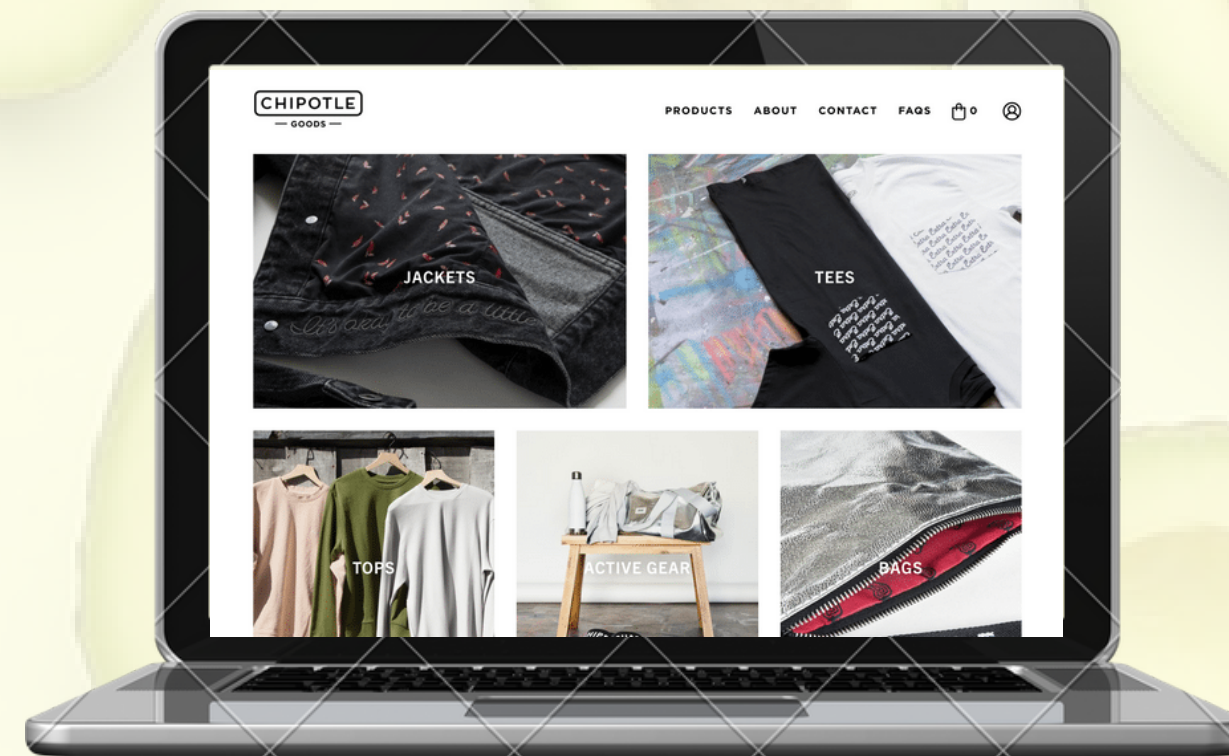




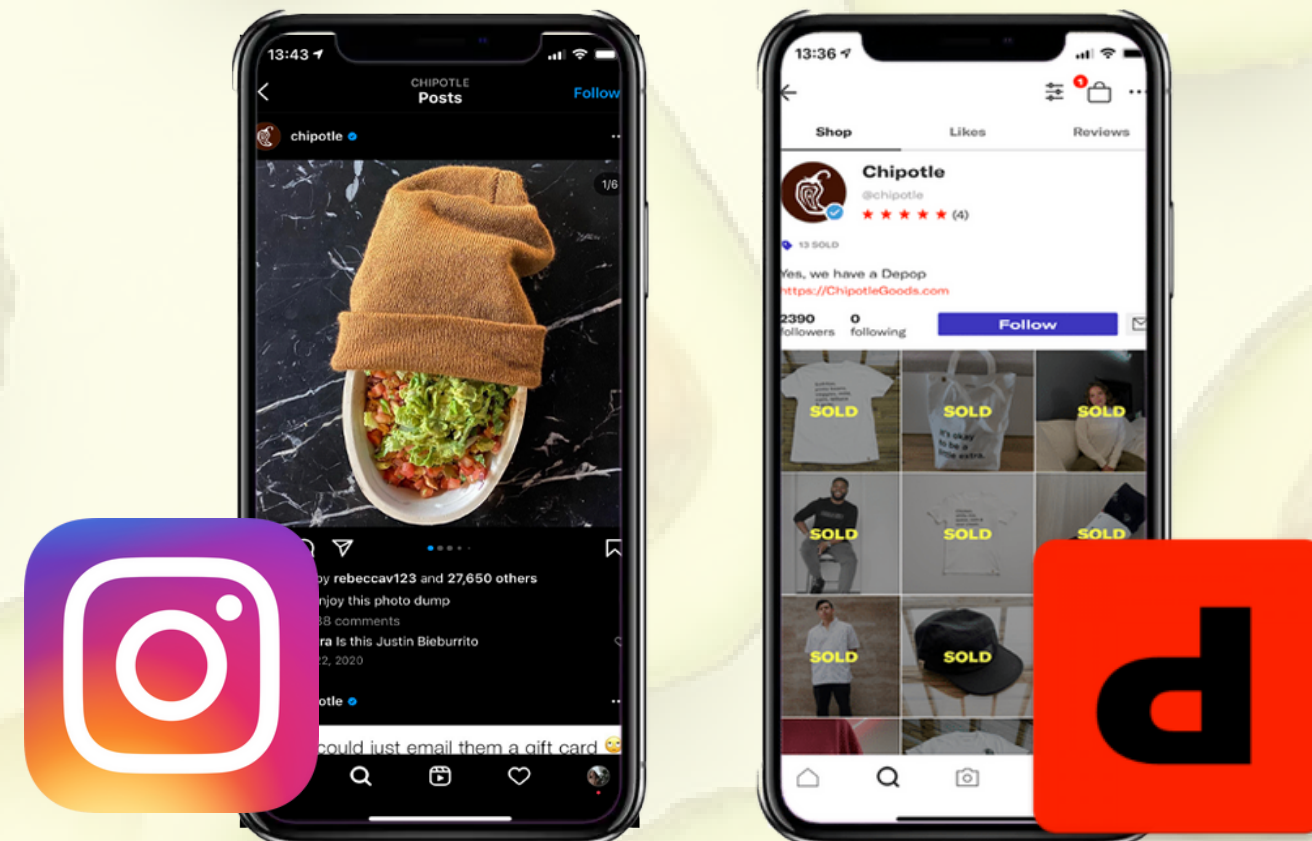


# Current Marketing Strategy

- **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

- 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.







DELICIOUSNESS, RECEIVED

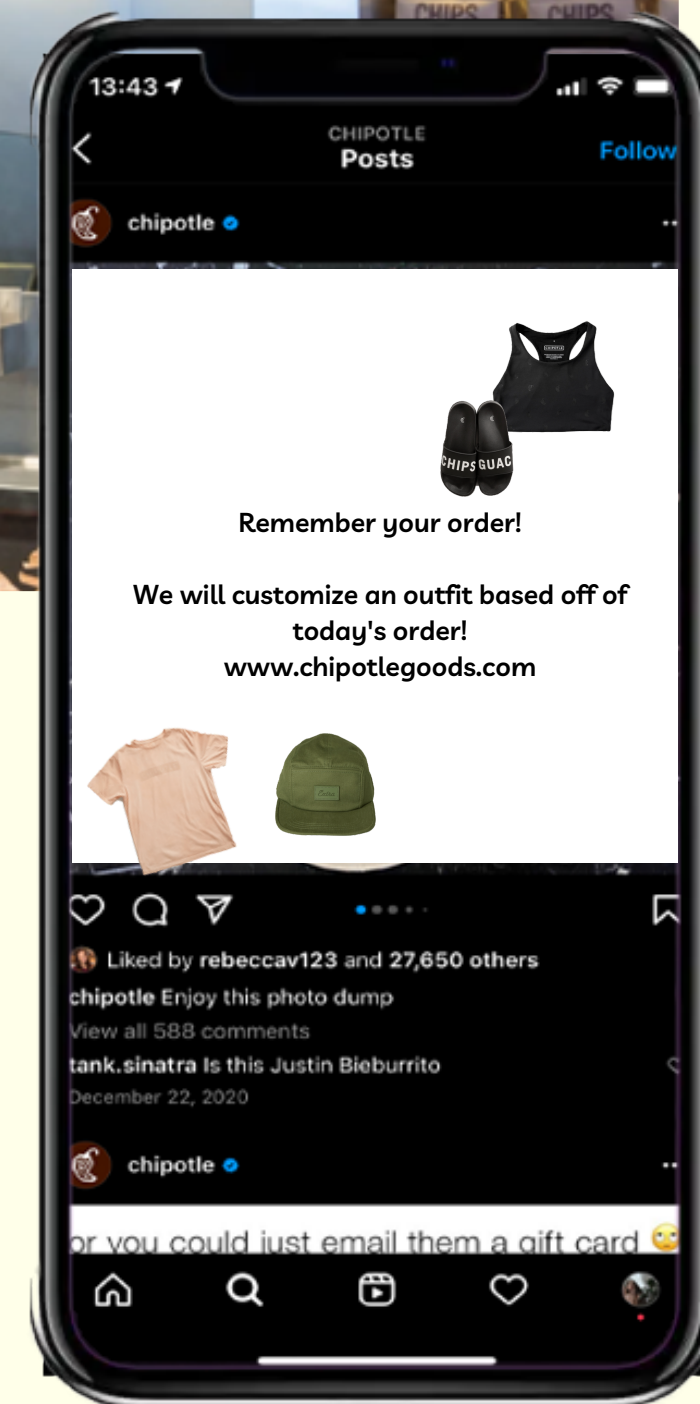
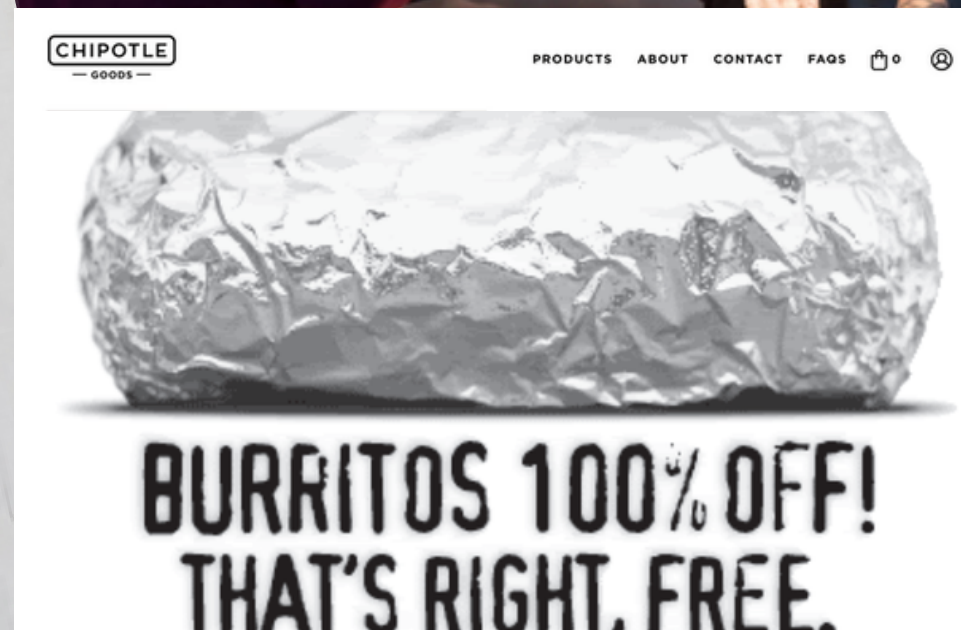
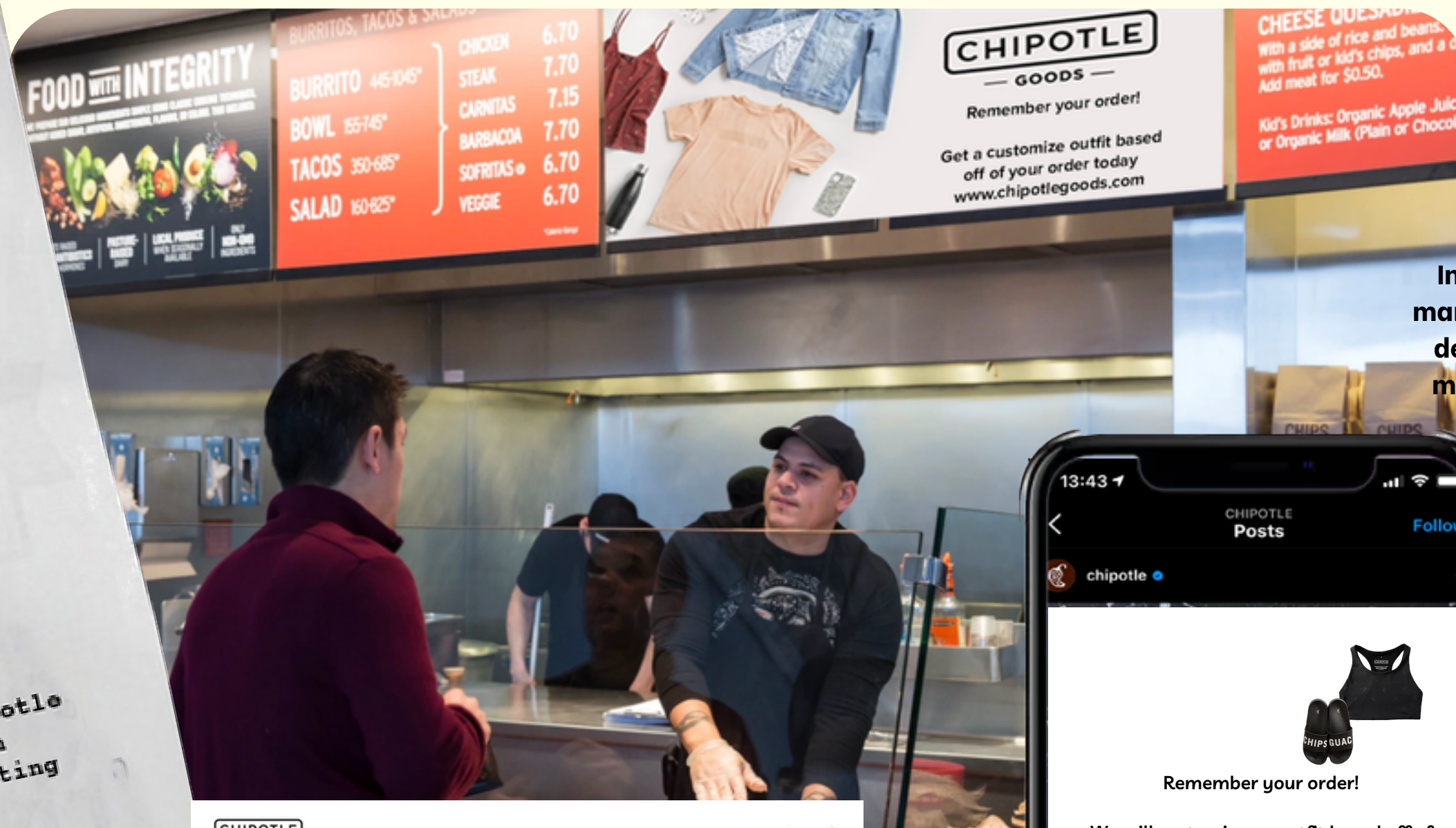
### Marketing Strategy

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 [blank] Unique code:



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

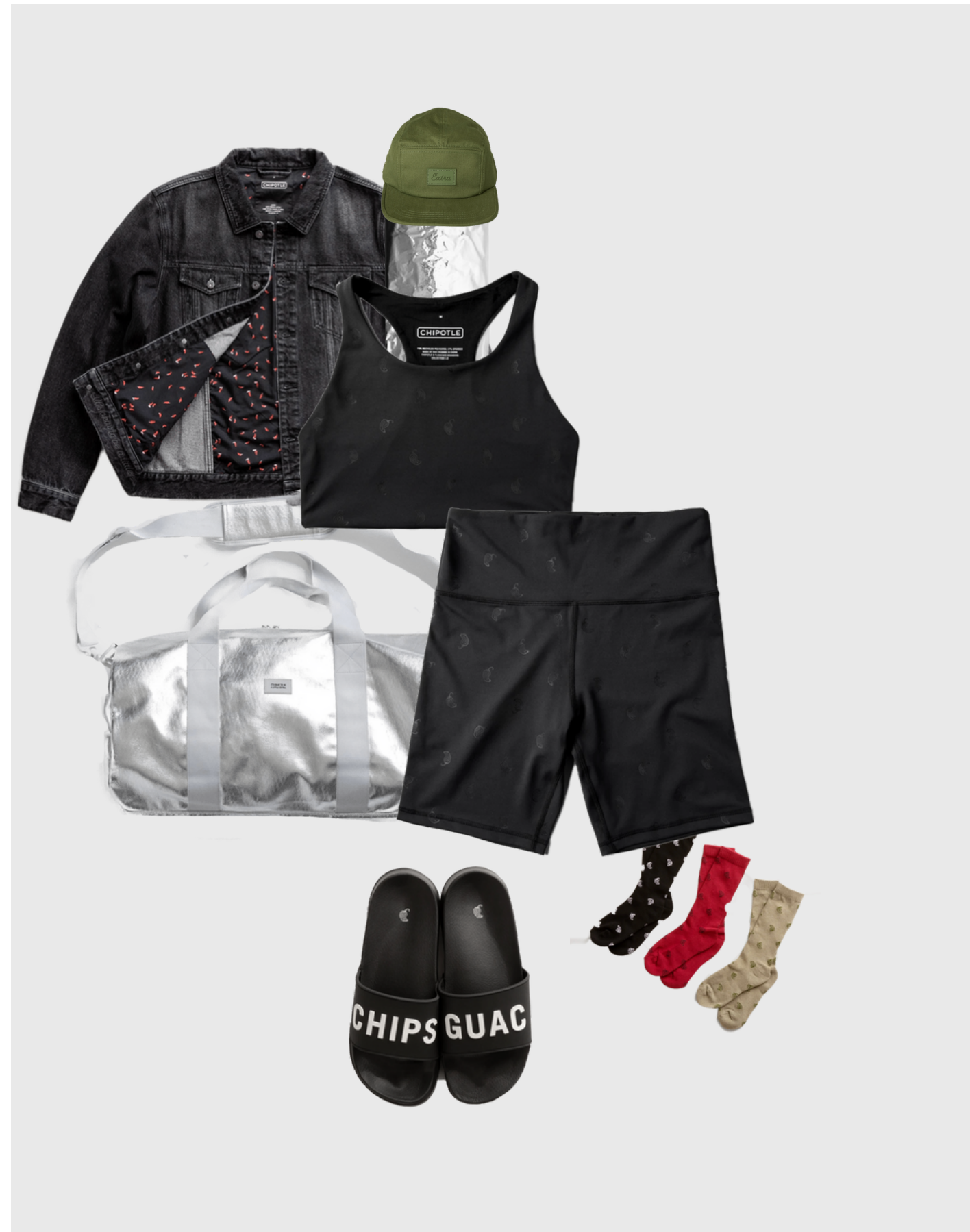
**Hobbies:** Cycling; social media; cooking;  
watches reality tv

**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







### 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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- <https://www.referralcandy.com/blog/chipotle-marketing-strategy/>
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