

KEY TAKEAWAYS:

MOBILE ORDERING BY
CHIPOTLE CUSTOMERS HAS
PICKED UP CONSIDERABLY
OVER THE PAST YEAR.

CHIPOTLE HAS BEEN
INCREASINGLY DRIVING
CUSTOMER ENGAGEMENT
BECAUSE OF VALUE AND
PRICE POINT.

FOOD SAFETY ISSUES
CONTINUE TO BE LARGELY
BEHIND CHIPOTLE FROM THE
CUSTOMER POINT OF VIEW.

AN INCREASING PERCENTAGE
OF CUSTOMERS CONSIDERED
THEMSELVES TO BE
“FREQUENT” CHIPOTLE
CUSTOMERS PRIOR TO THE
FOOD SAFETY ISSUES.

THE GENERAL CONSENSUS
AMONG CHIPOTLE
CUSTOMERS IS THAT THEY
ARE BACK, BUT GOING LESS
OFTEN COMPARED TO PRE-
FOOD SAFETY ISSUES.

CHIPOTLE’S RECENT
MARKETING MESSAGING HAS
BEEN RESONATING WITH
CUSTOMERS OVER THE PAST
YEAR.

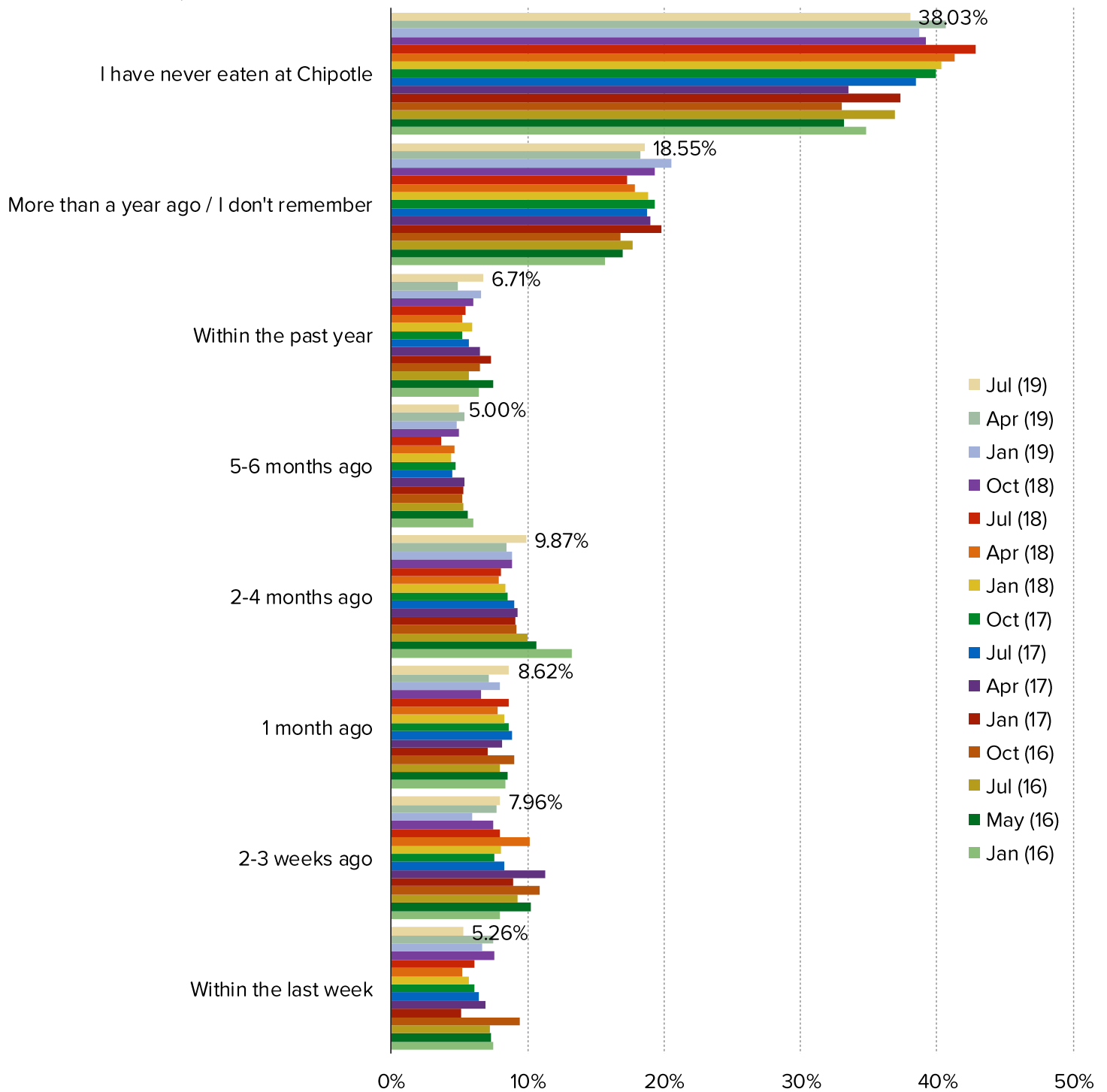
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CHIPOTLE: TRAFFIC

GENERAL CHIPOTLE QUESTIONS

WHEN IS THE LAST TIME YOU ATE CHIPOTLE?

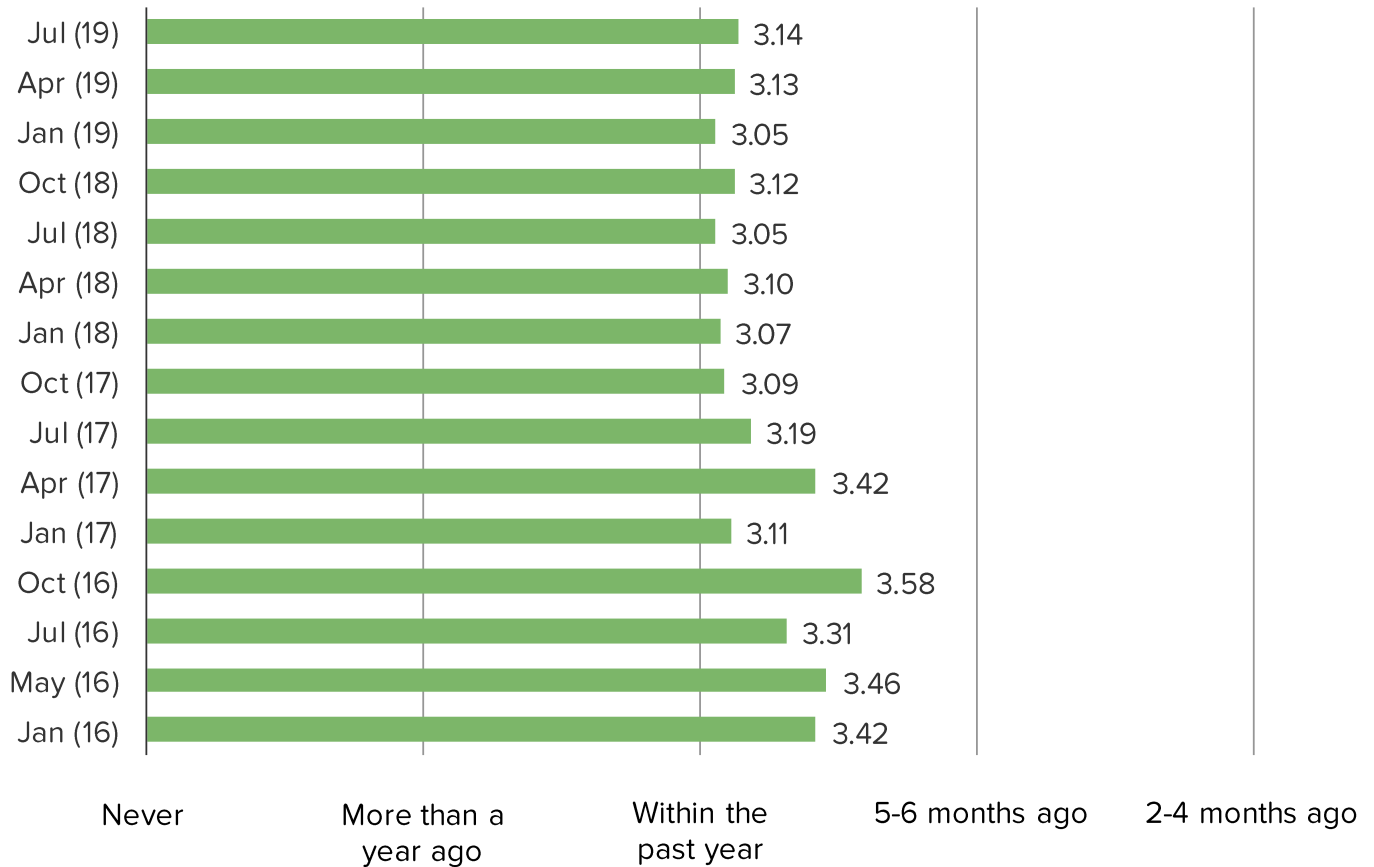
Posed to all respondents.



GENERAL CHIPOTLE QUESTIONS

WHEN IS THE LAST TIME YOU ATE CHIPOTLE? (WEIGHTED AVERAGE)

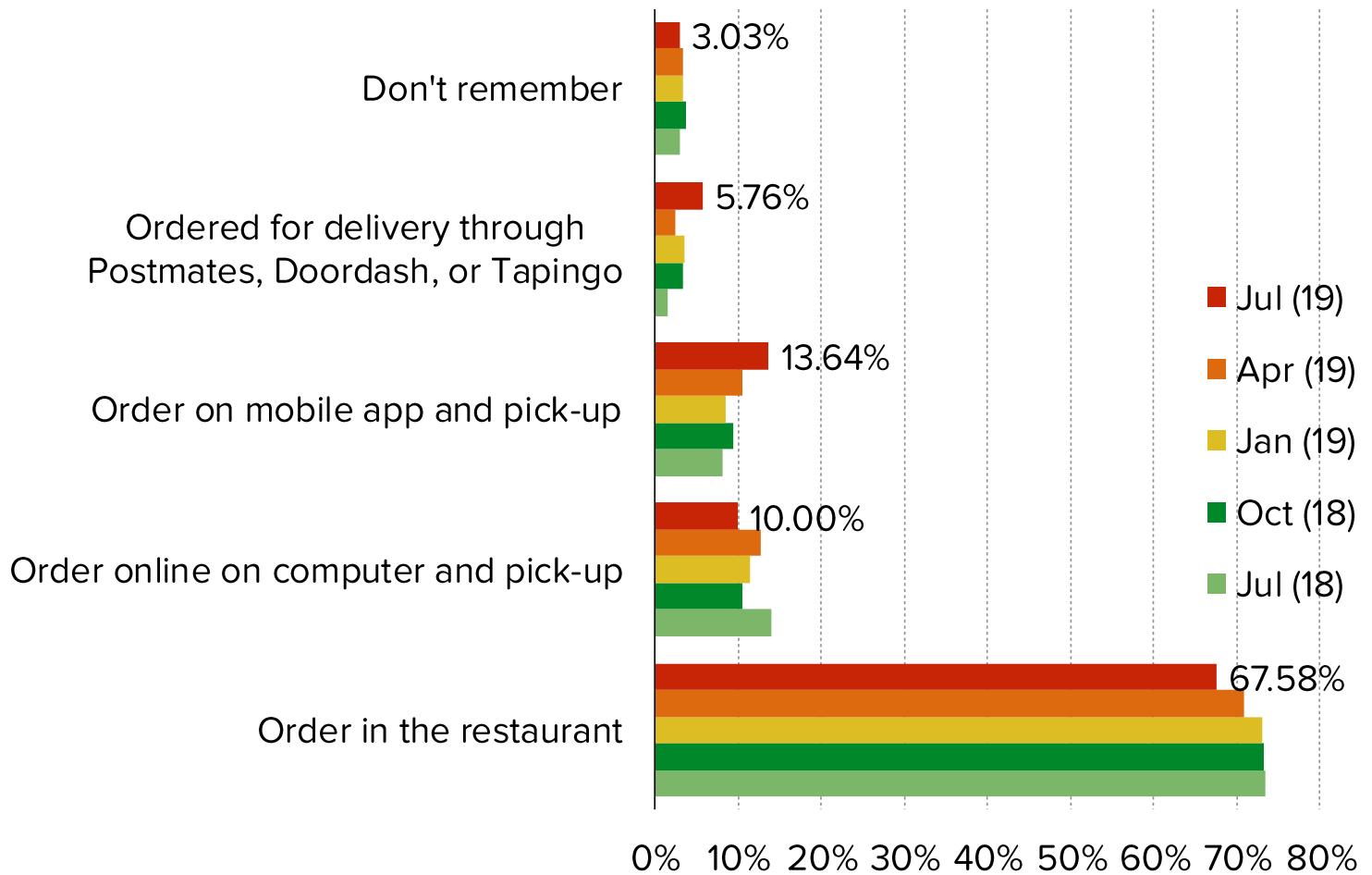
Posed to all respondents.



GENERAL CHIPOTLE QUESTIONS

THINKING ABOUT THE LAST TIME YOU HAD CHIPOTLE, DID YOU...

Posed to Chipotle customers that visited in the past year.

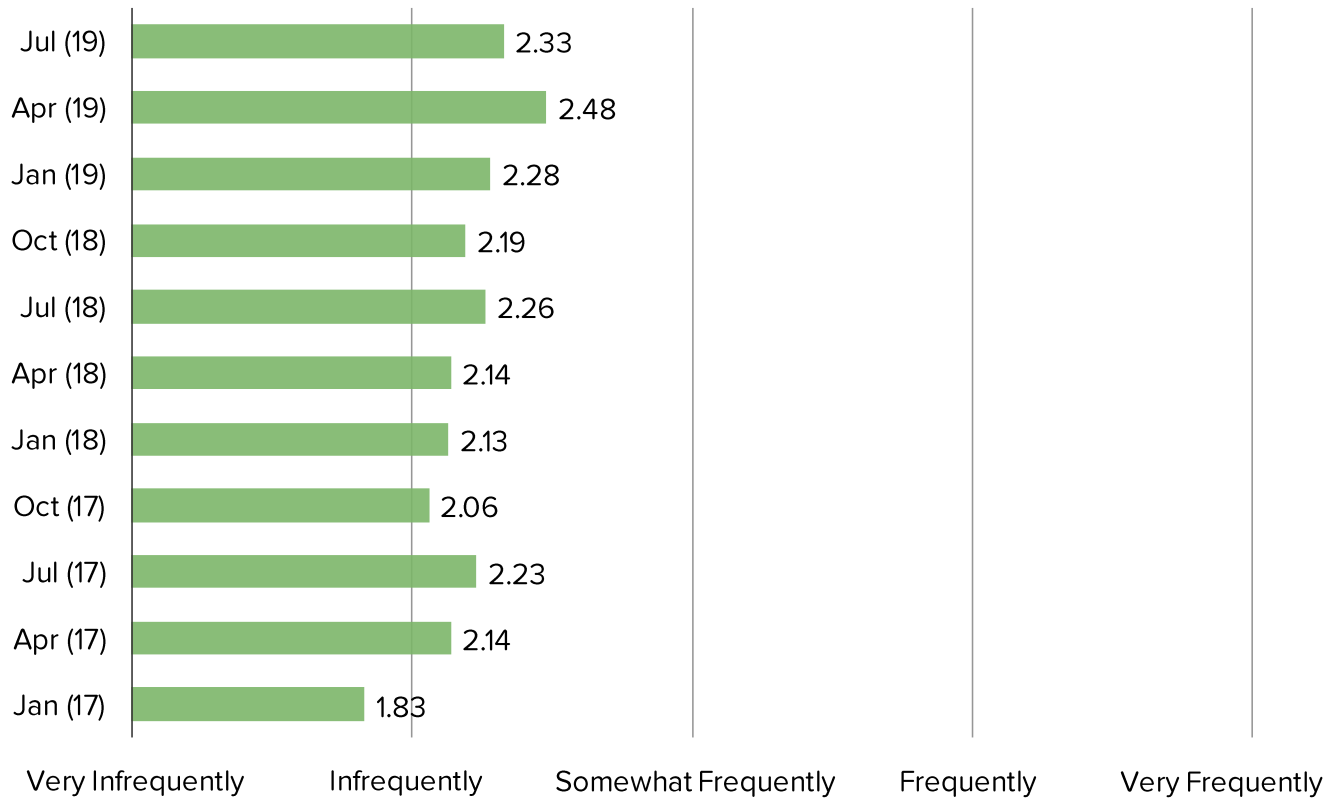


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GENERAL CHIPOTLE QUESTIONS

HOW OFTEN DO YOU ORDER CHIPOTLE ONLINE OR THROUGH THE CHIPOTLE MOBILE APP?

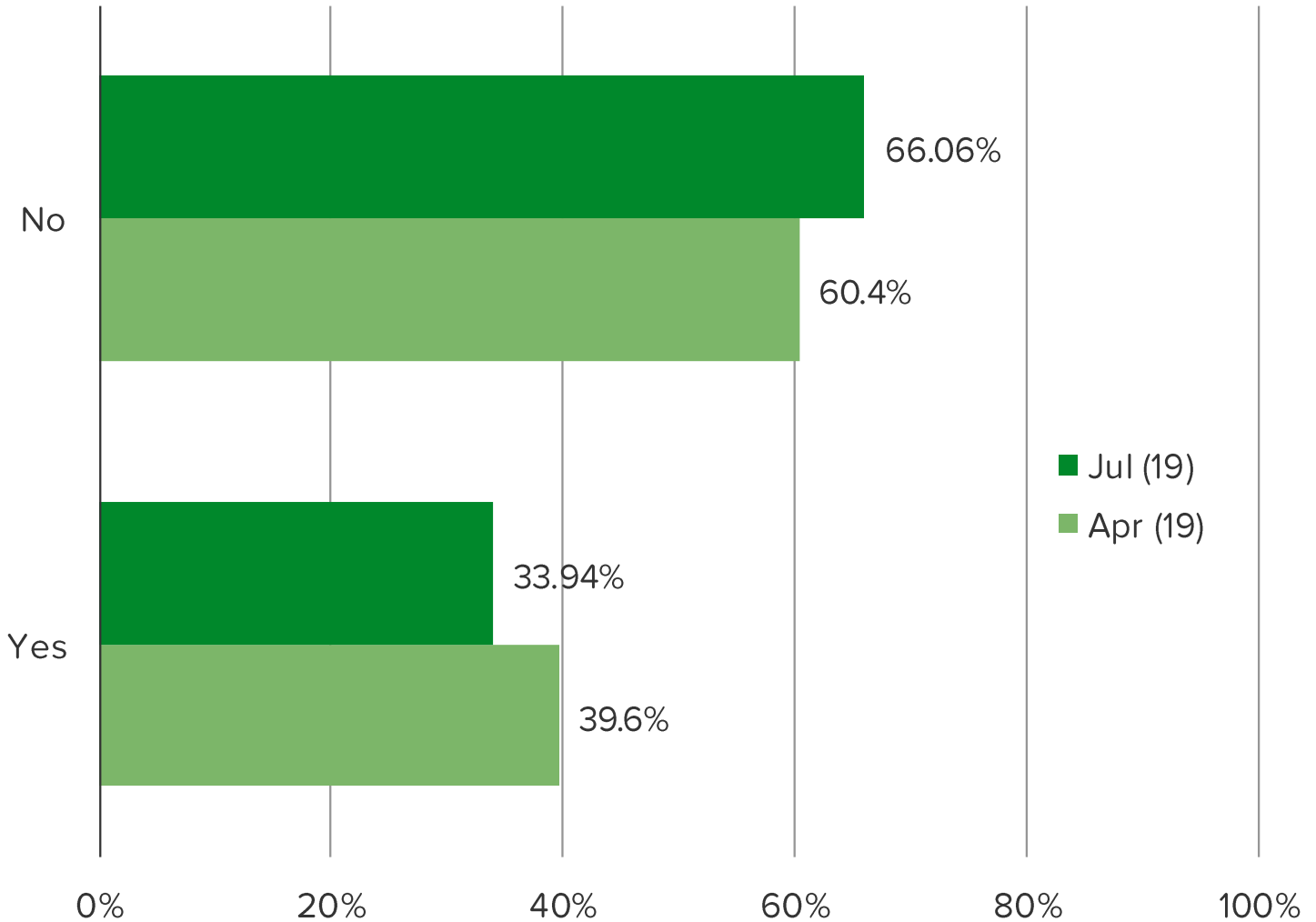
Posed to Chipotle customers that visited in the past year.



GENERAL CHIPOTLE QUESTIONS

HAVE YOU DOWNLOADED THE CHIPOTLE MOBILE APP?

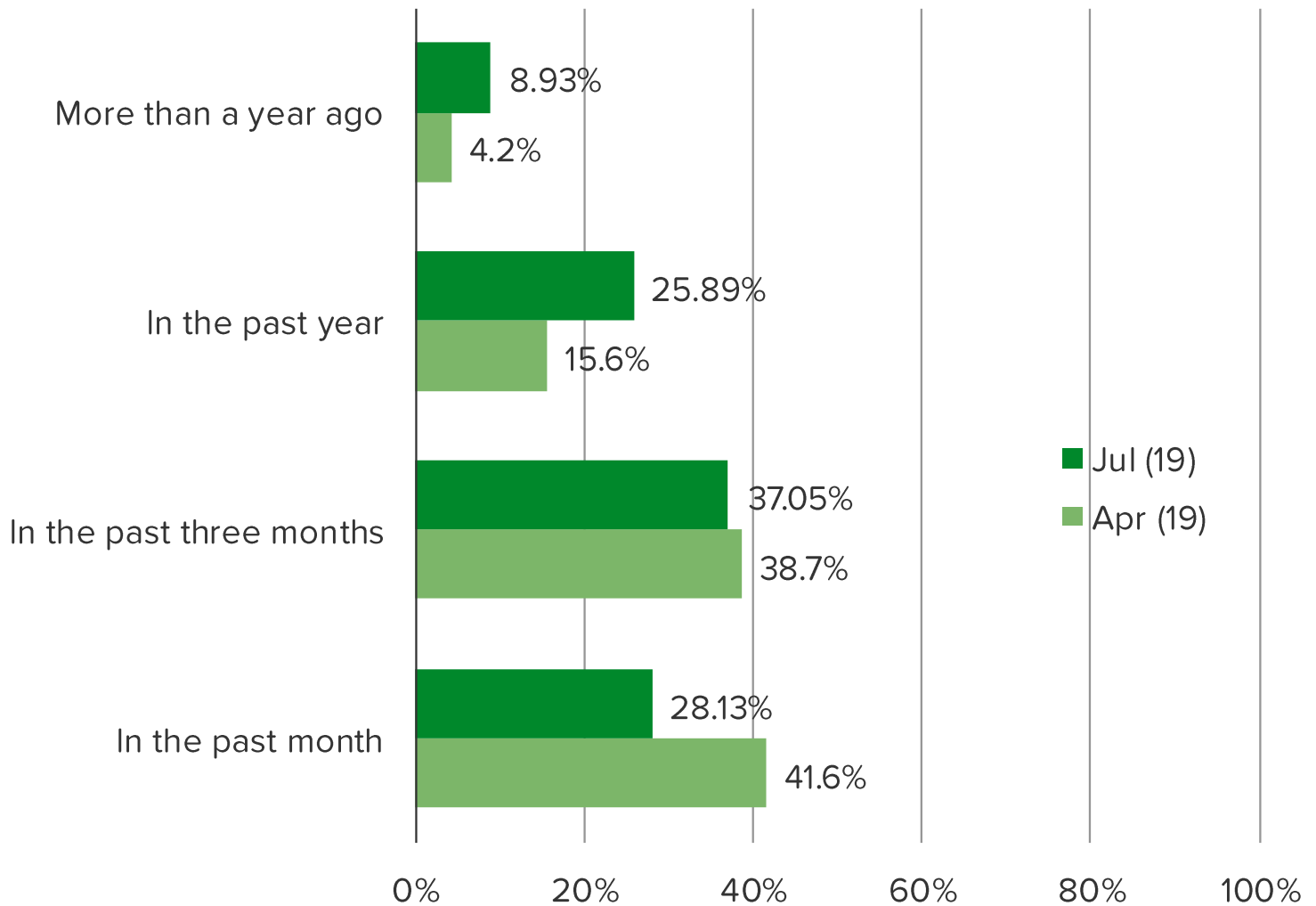
Posed to Chipotle customers that visited in the past year.



GENERAL CHIPOTLE QUESTIONS

WHEN DID YOU DOWNLOAD THE CHIPOTLE MOBILE APP?

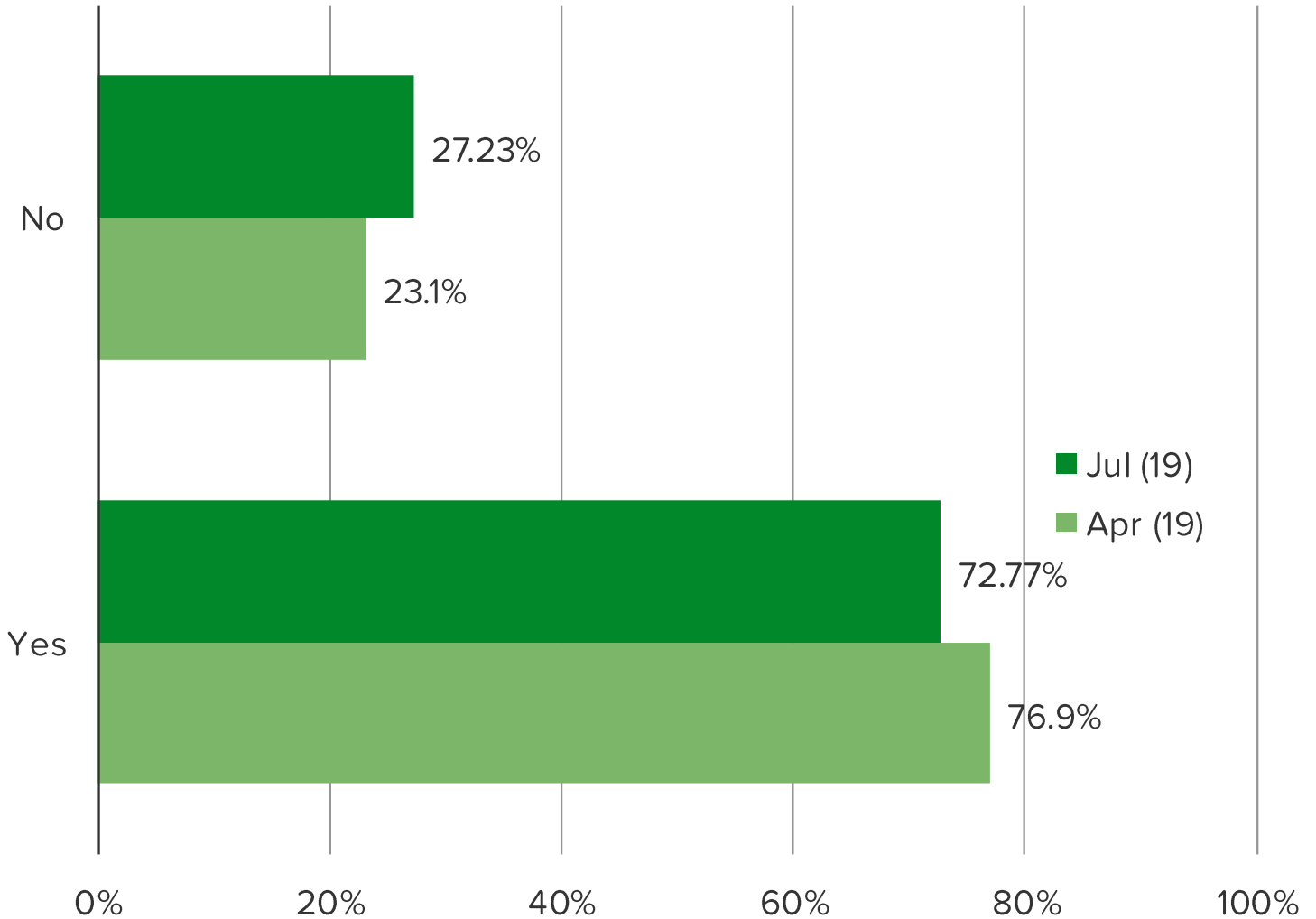
Posed to Chipotle customers that visited in the past year.



GENERAL CHIPOTLE QUESTIONS

HAVE YOU JOINED THE CHIPOTLE REWARDS PROGRAM?

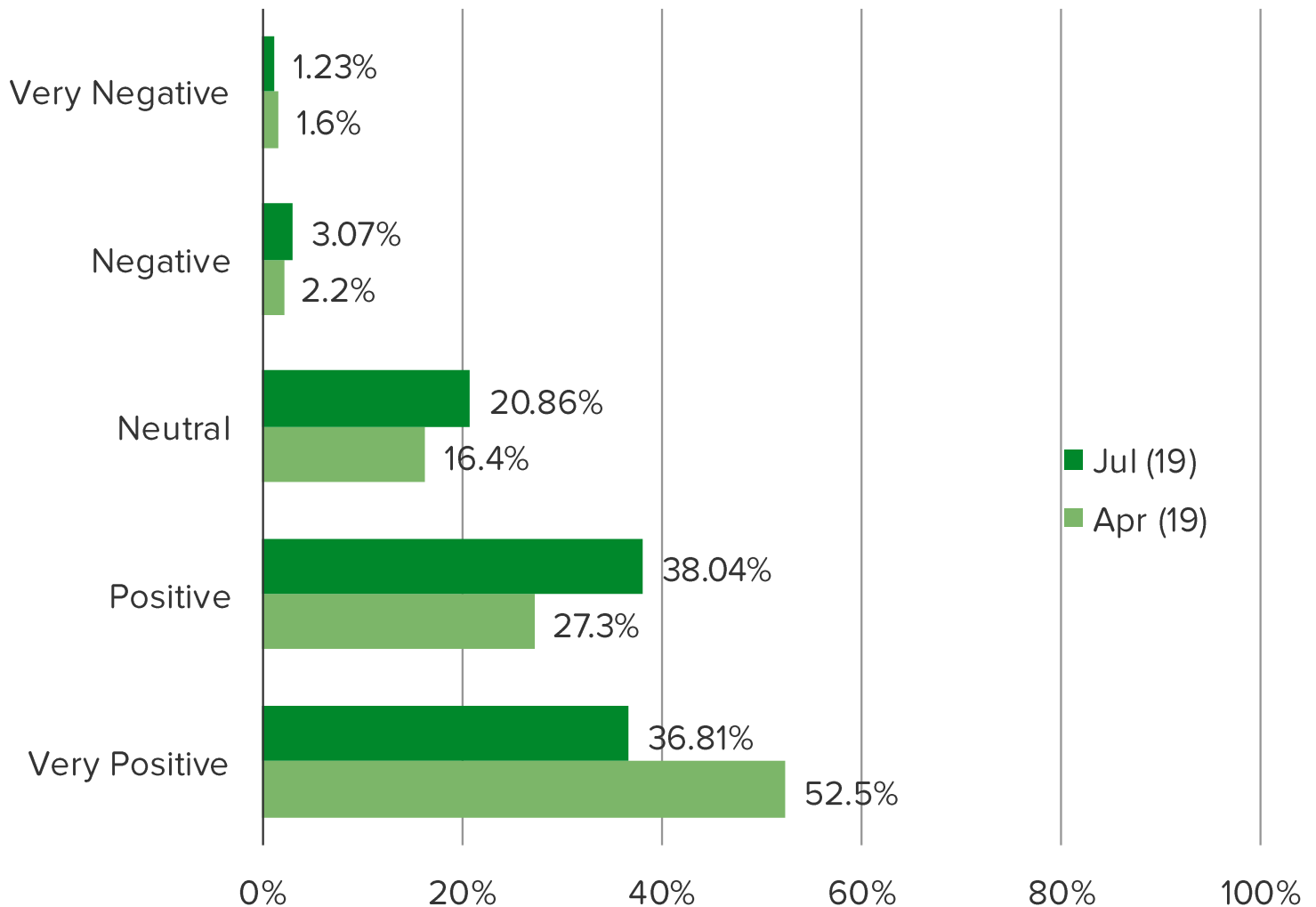
Posed to Chipotle customers that visited in the past year.



GENERAL CHIPOTLE QUESTIONS

WHAT IS YOUR OPINION OF THE REWARDS PROGRAM?

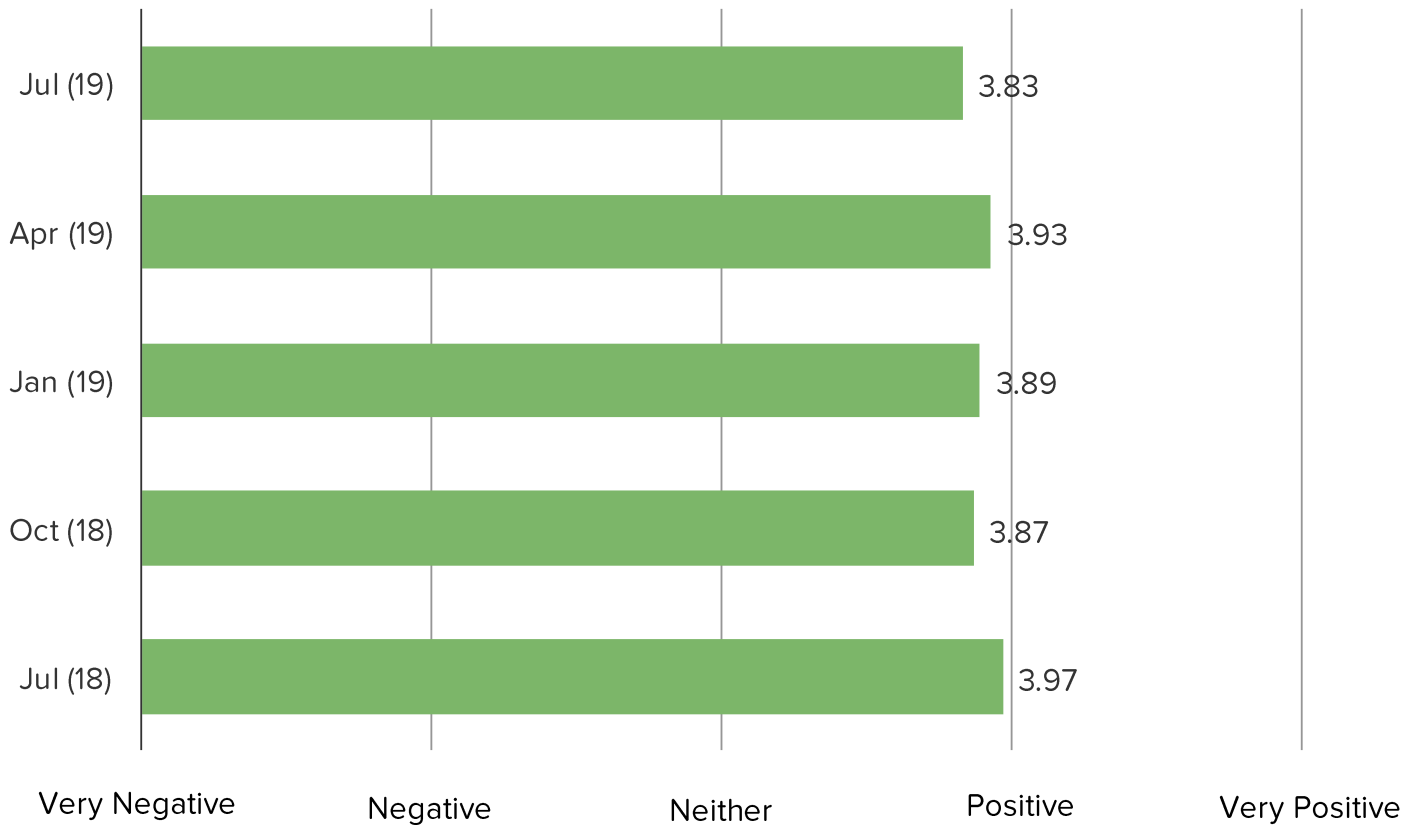
Posed to Chipotle customers that visited in the past year.



GENERAL CHIPOTLE QUESTIONS

THINKING OF WHEN YOU MOST RECENTLY HAD CHIPOTLE, HOW SATISFIED WERE YOU WITH THE OVERALL EXPERIENCE AT CHIPOTLE?

Posed to Chipotle customers that visited in the past year.

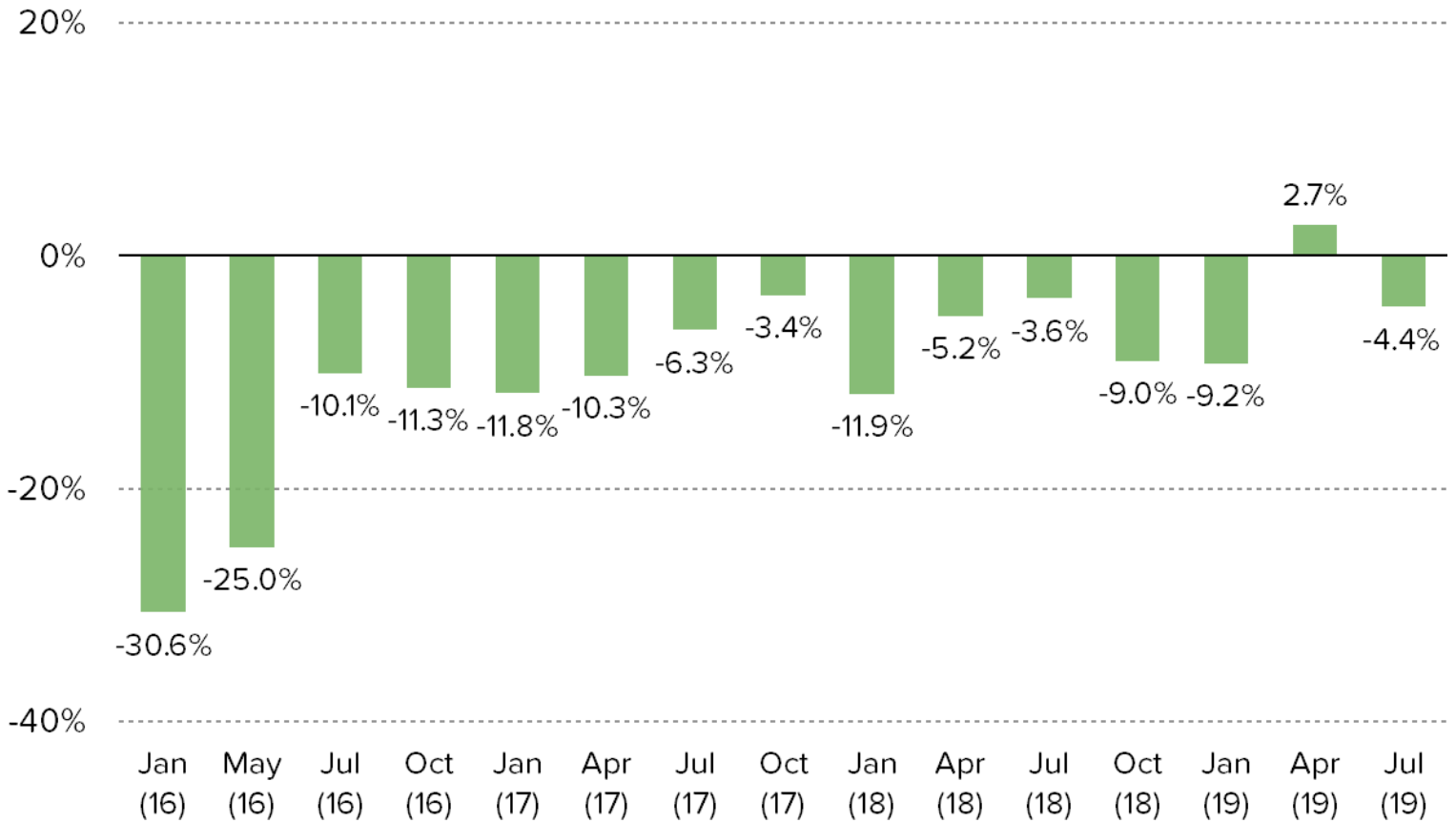


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GENERAL CHIPOTLE QUESTIONS

EATING CHIPOTLE MORE OR LESS VS A FEW MONTHS AGO? (PERCENTAGE WHO SAID MORE MINUS PERCENTAGE WHO SAID LESS)

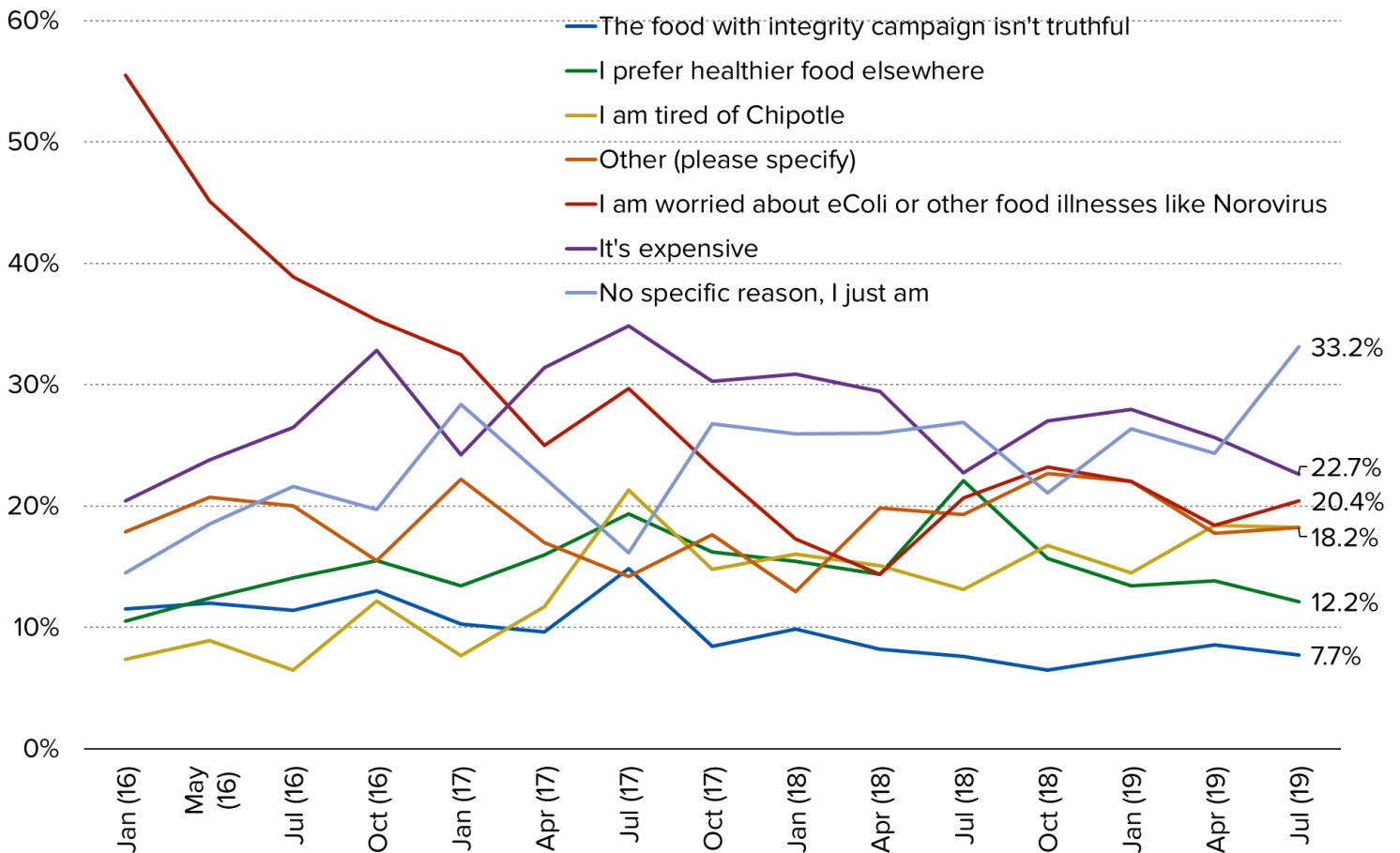
Posed to respondents who have eaten Chipotle in the past year.



GENERAL CHIPOTLE QUESTIONS

WHY ARE YOU EATING AT CHIPOTLE LESS VS A FEW MONTHS AGO?

Posed to respondents who have eaten Chipotle in the past year, but responded that they are eating at Chipotle less vs a few months ago.



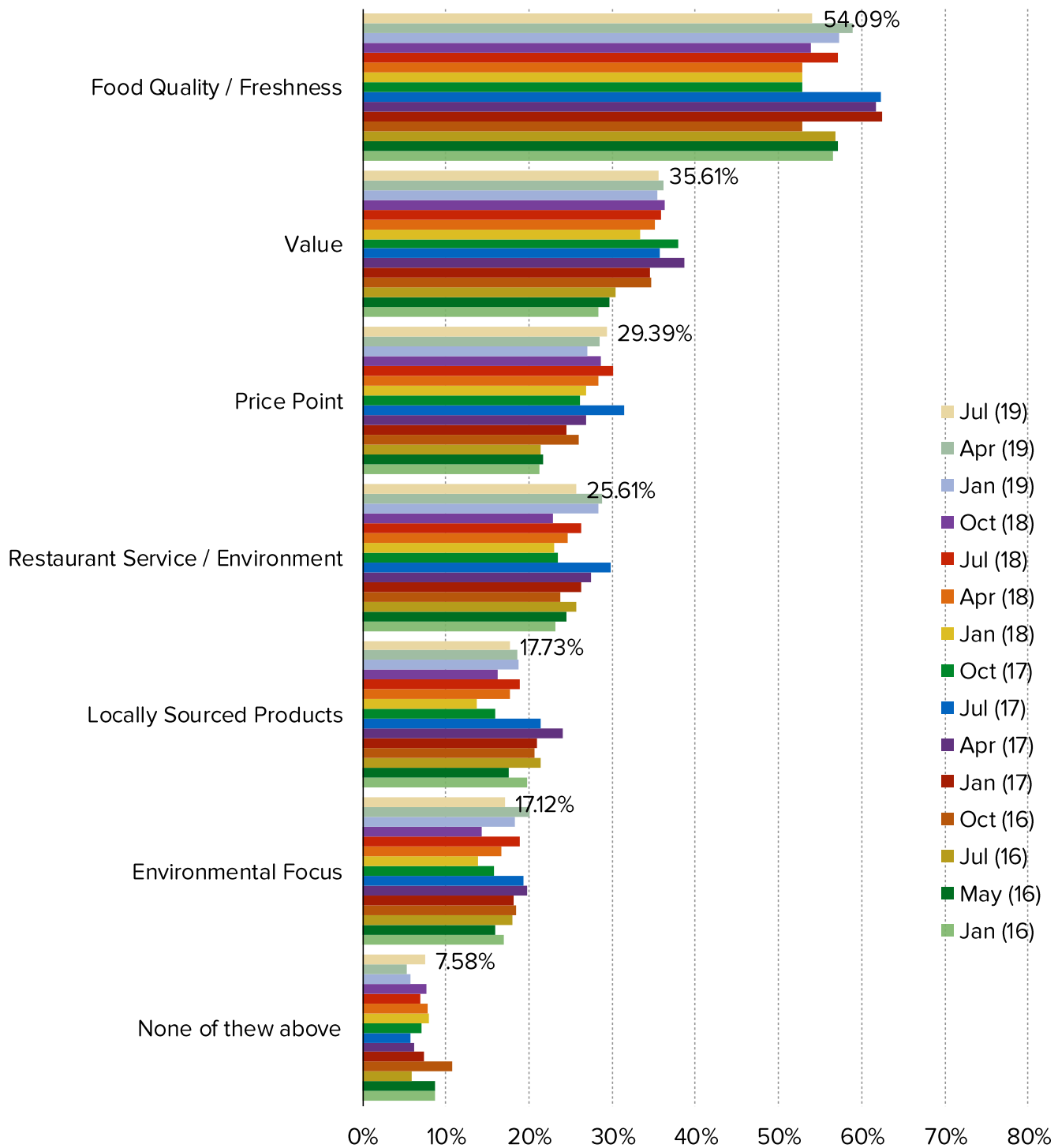
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CHIPOTLE: VISIT CATALYSTS

CHIPOTLE MENU QUESTIONS

WHAT ARE THE MAIN REASONS THAT CHARACTERIZE WHY YOU WOULD USUALLY GO TO CHIPOTLE?

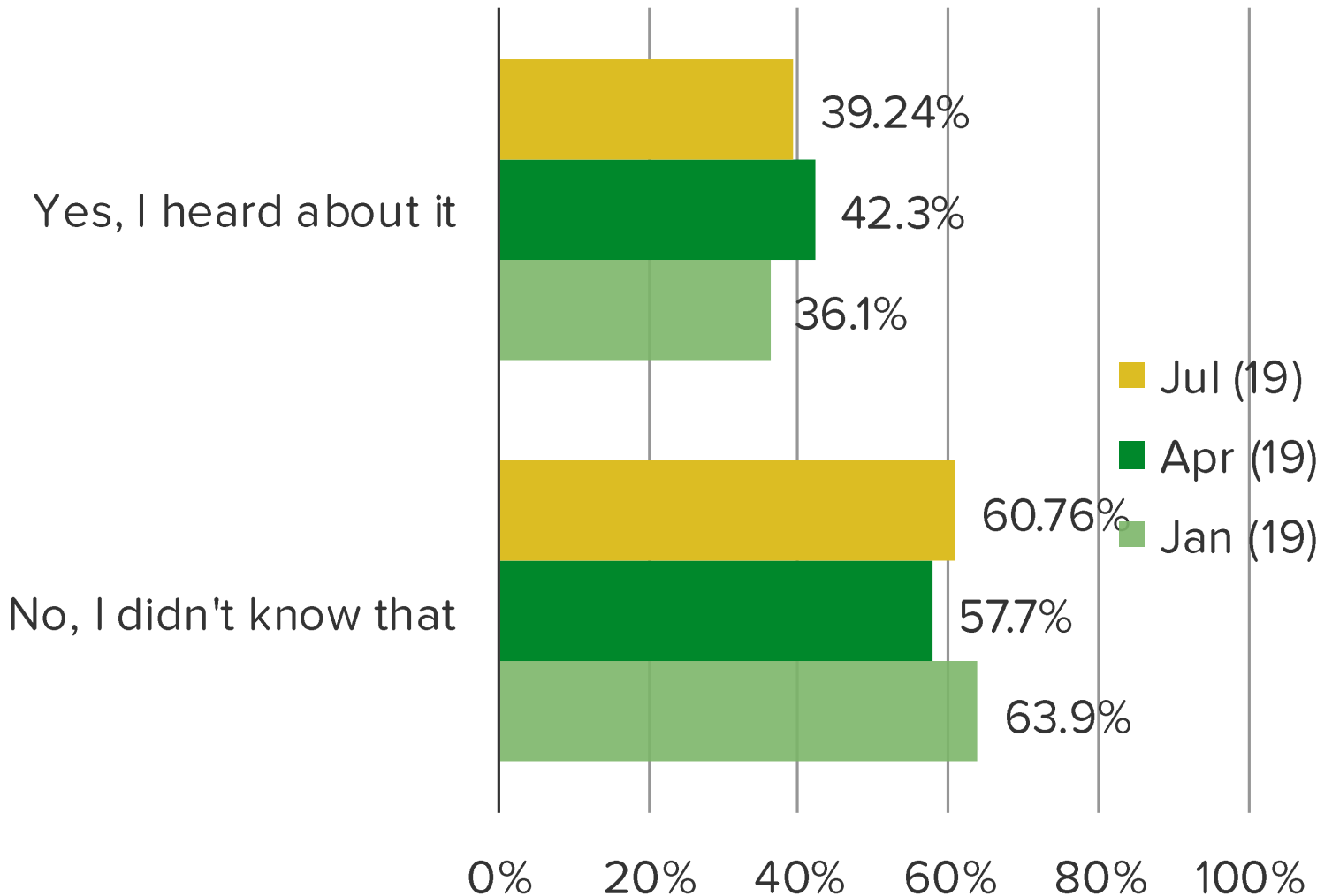
Posed to respondents who have eaten Chipotle in the past year.



CHIPOTLE MENU QUESTIONS

DID YOU KNOW THAT CHIPOTLE ADDED NEW “LIFESTYLE BOWLS” TO THEIR MENU?

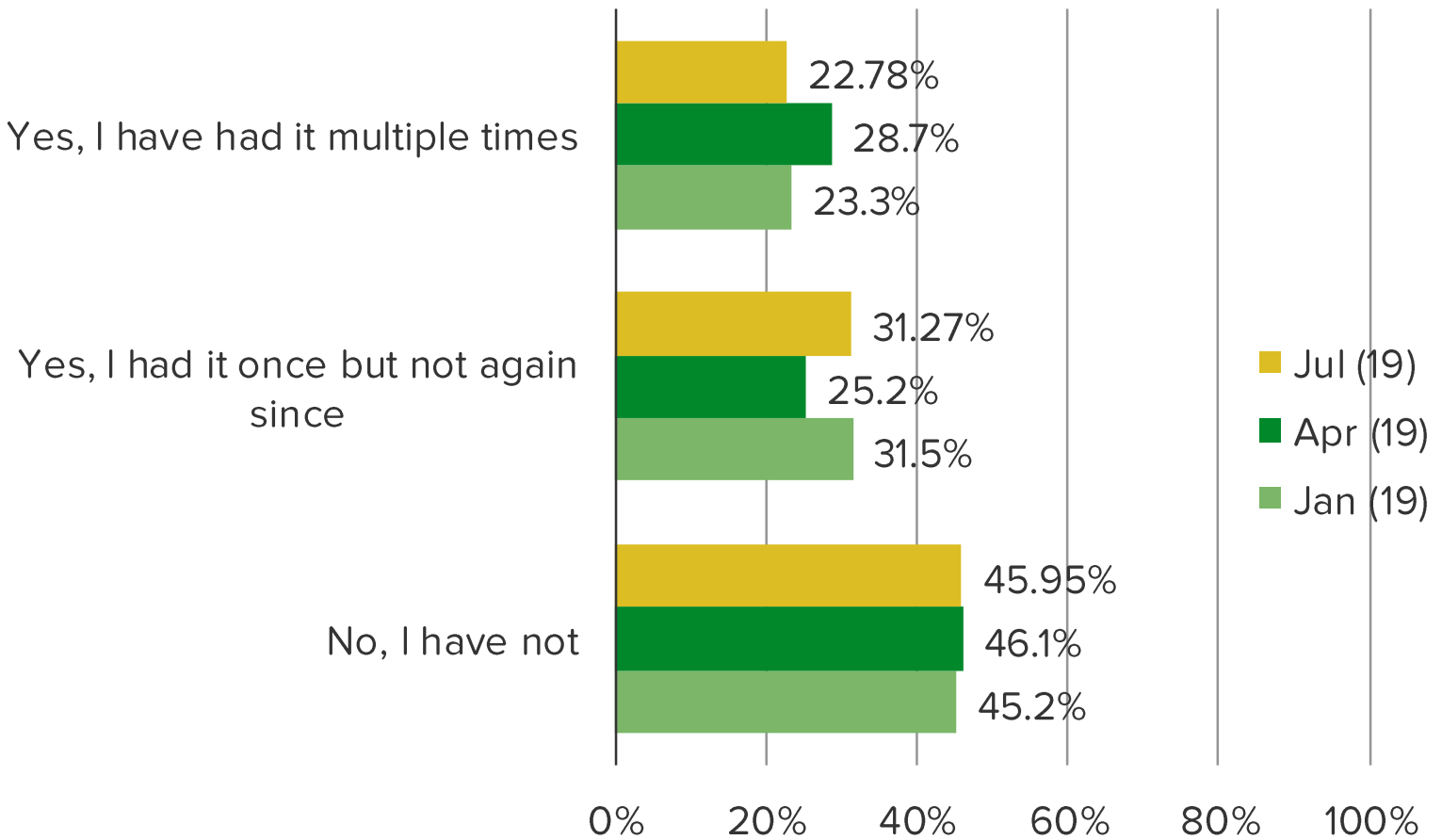
Posed to respondents who have eaten Chipotle in the past year.



CHIPOTLE MENU QUESTIONS

HAVE YOU TRIED ANY OF THE NEW LIFESTYLE BOWLS?

Posed to respondents who are aware of the new Lifestyle Bowls.

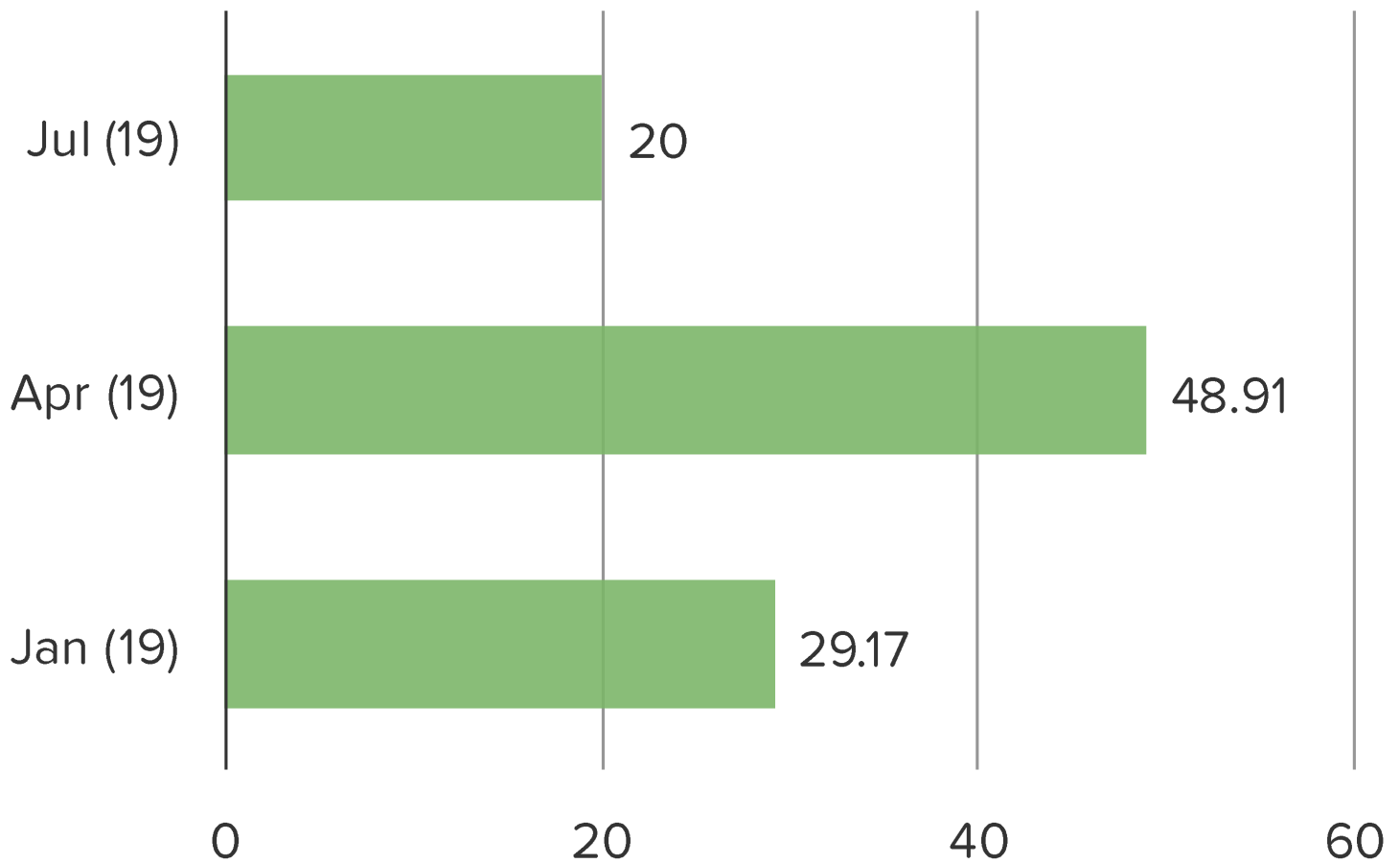


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CHIPOTLE MENU QUESTIONS

NET PROMOTER SCORE

Posed to respondents who have tried one of the new Lifestyle Bowls.



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CHIPOTLE MENU QUESTIONS

WHAT IS YOUR OPINION OF THESE MENU ITEMS LISTED ABOVE?

Posed to respondents who have eaten Chipotle in the past year.



KETO SALAD BOWL

We Keto hacked our own menu.

We add our braised and hand-shredded Carnitas, Red Salsa, pasture-raised shredded Cheese, and our Hand-Mashed Guac on a bed of fresh chopped Romaine Lettuce.

PALEO SALAD BOWL

Your trainer eats at Chipotle.

We add our braised and hand-shredded Barbacoa, Fajita Veggies, Green Salsa, and our Hand-Mashed Guacamole on a bed of fresh chopped Romaine Lettuce.

WHOLE30® SALAD BOWL

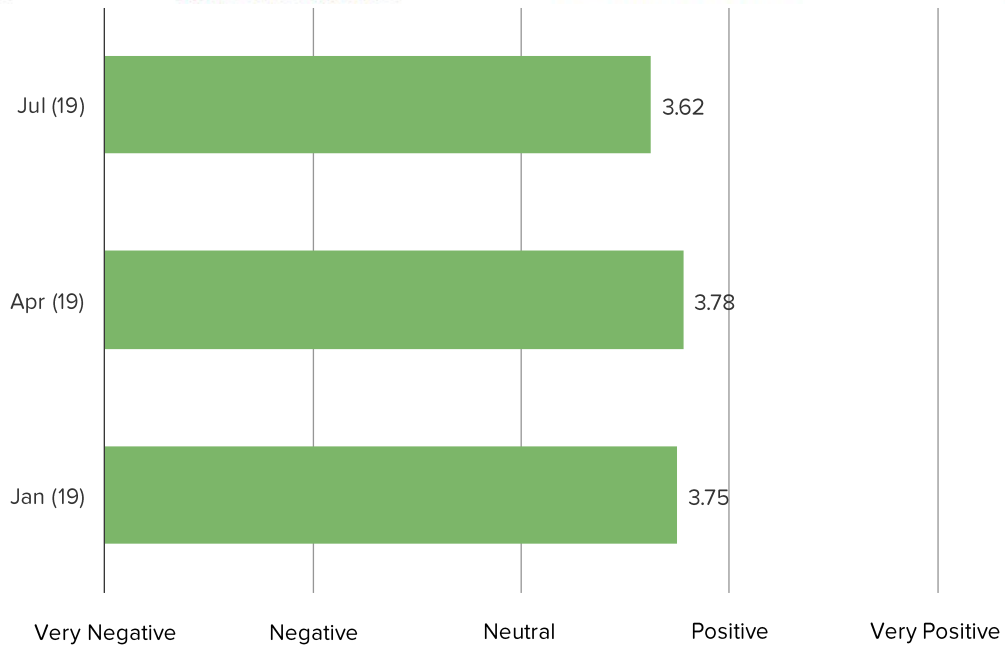
Melissa is on-board.

We add our braised and hand-shredded Carnitas, grilled Fajita Veggies, Fresh Tomato Salsa, and our Hand-Mashed Guac on a bed of fresh chopped Romaine Lettuce.

DOUBLE PROTEIN SALAD BOWL

Gym. Chipotle. Laundry.

A full serving of grilled Adobo chicken and a second serving of grilled Steak with Black Beans, Red Salsa, Romaine Lettuce, Sour Cream, and White Rice.



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CHIPOTLE MENU QUESTIONS

WOULD YOU ORDER THE MENU ITEMS LISTED ABOVE?

Posed to respondents who have eaten Chipotle in the past year.



KETO SALAD BOWL

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WHOLE30® SALAD BOWL

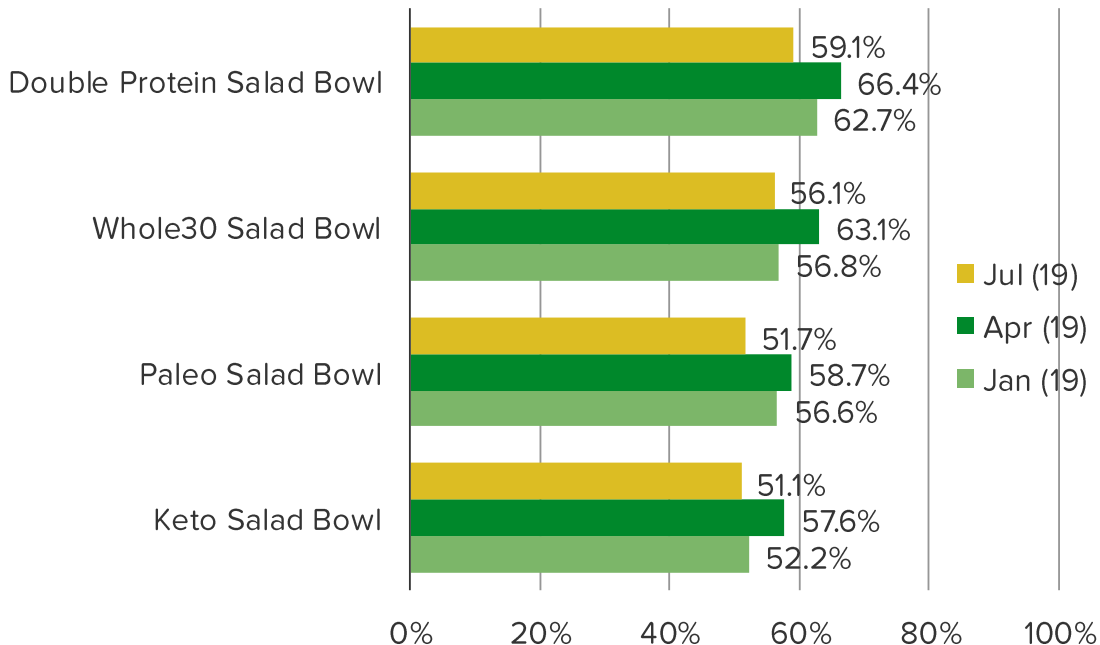
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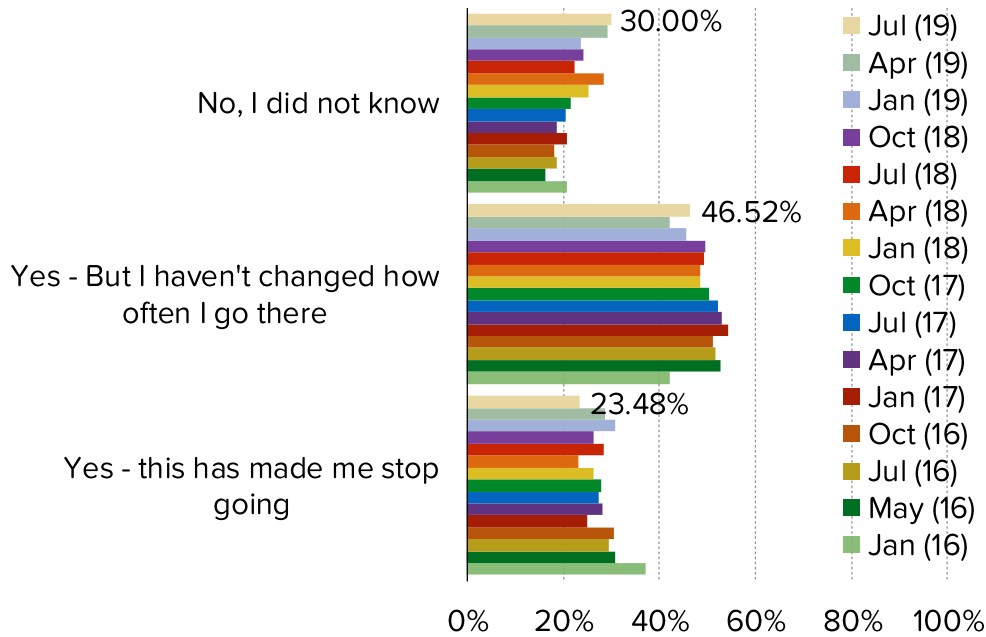
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CHIPOTLE: FOOD SAFETY ISSUES

CHIPOTLE FOOD SAFETY QUESTIONS

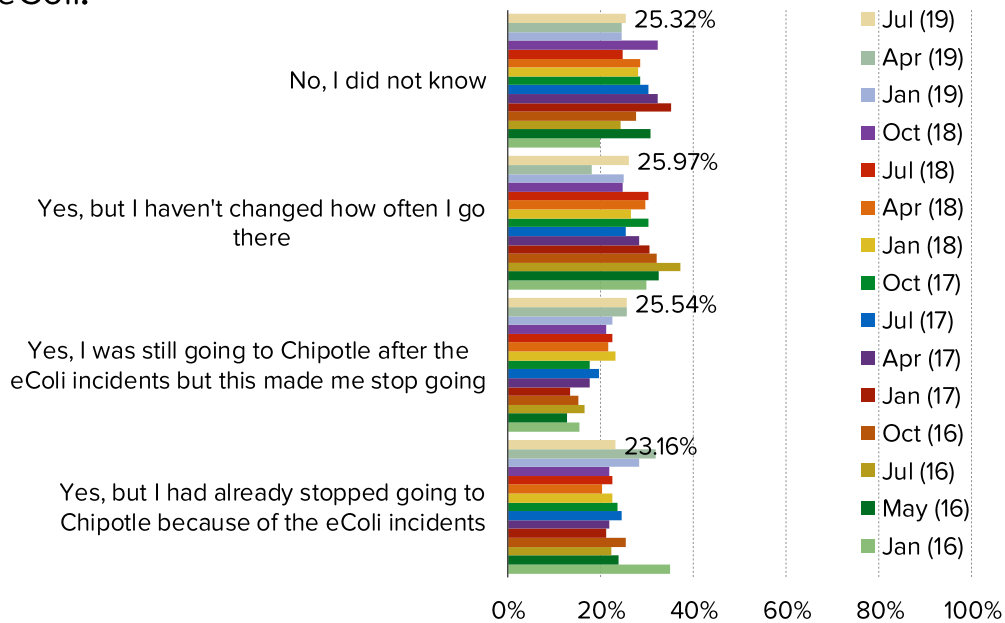
DID YOU KNOW THAT CHIPOTLE HAS HAD CASES OF ECOLI IN THE US?

Posed to respondents who have eaten Chipotle in the past year.



DID YOU KNOW THAT CHIPOTLE HAS HAD CASES OF NOROVIRUS IN THE US?

Posed to respondents who have eaten Chipotle in the past year and are aware that Chipotle has had cases of eColi.

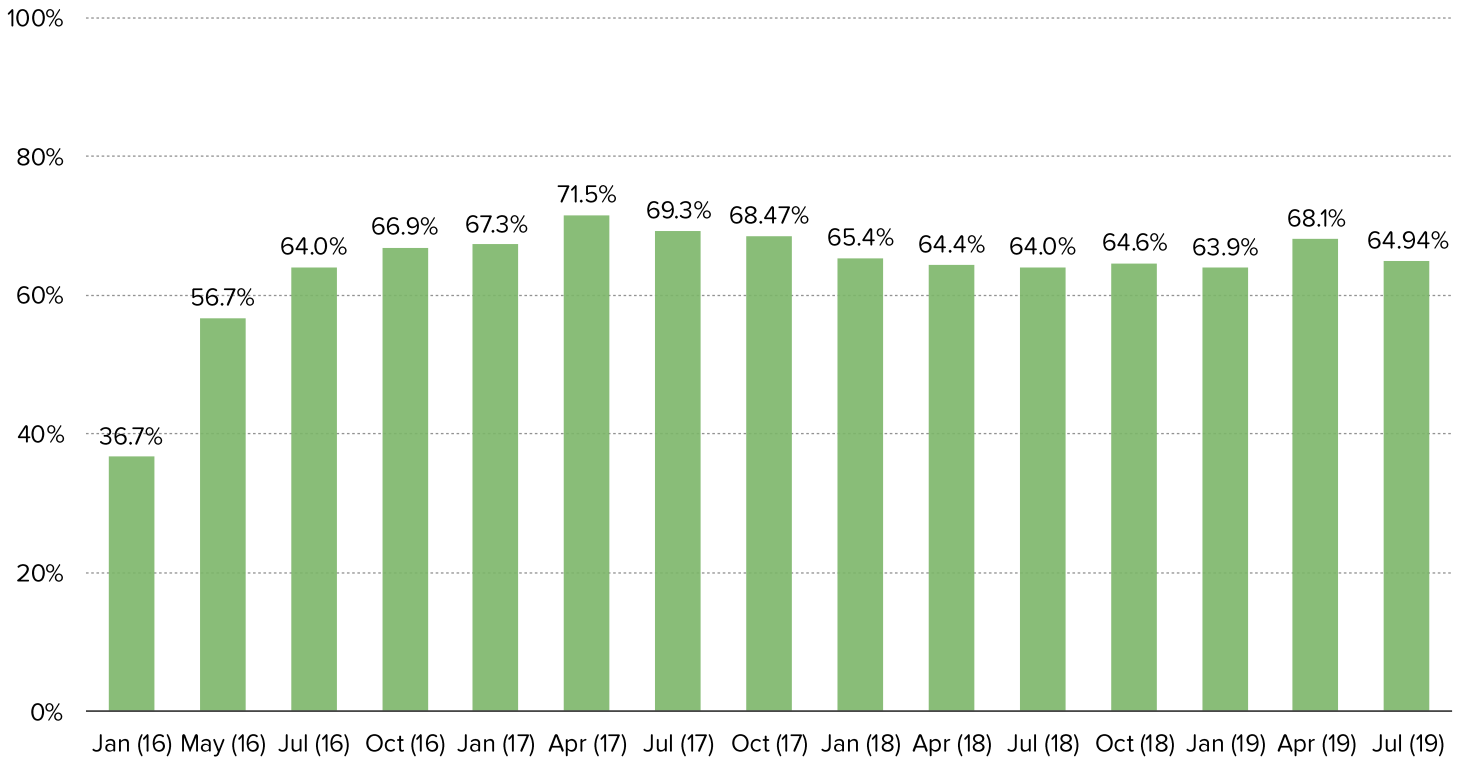


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CHIPOTLE FOOD SAFETY QUESTIONS

HAVE YOU EATEN CHIPOTLE **AFTER** THE ECOLI AND NOROVIRUS CASES OCCURRED?

Posed to respondents who are aware of food safety issues.

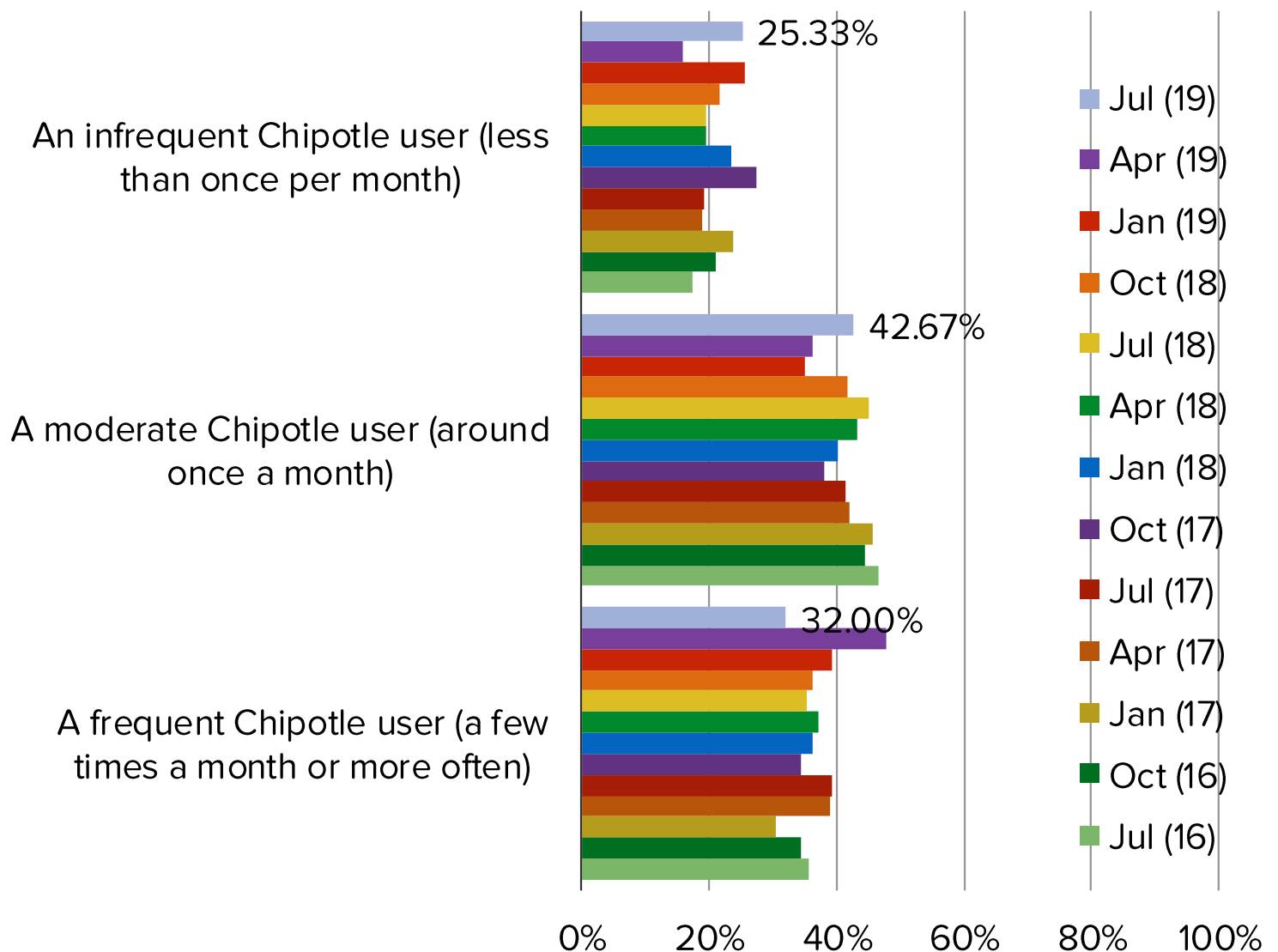


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CHIPOTLE – SPEED TO RETURN AND FREQUENCY CHANGES BY CUSTOMER TYPE

AMONG THOSE WHO HAVE RETURNED TO CHIPOTLE: AFTER THE FOOD SAFETY ISSUES: WOULD YOU HAVE CONSIDERED YOURSELF TO BE?

Posed to respondents who have returned to Chipotle AFTER THE FOOD SAFETY ISSUES

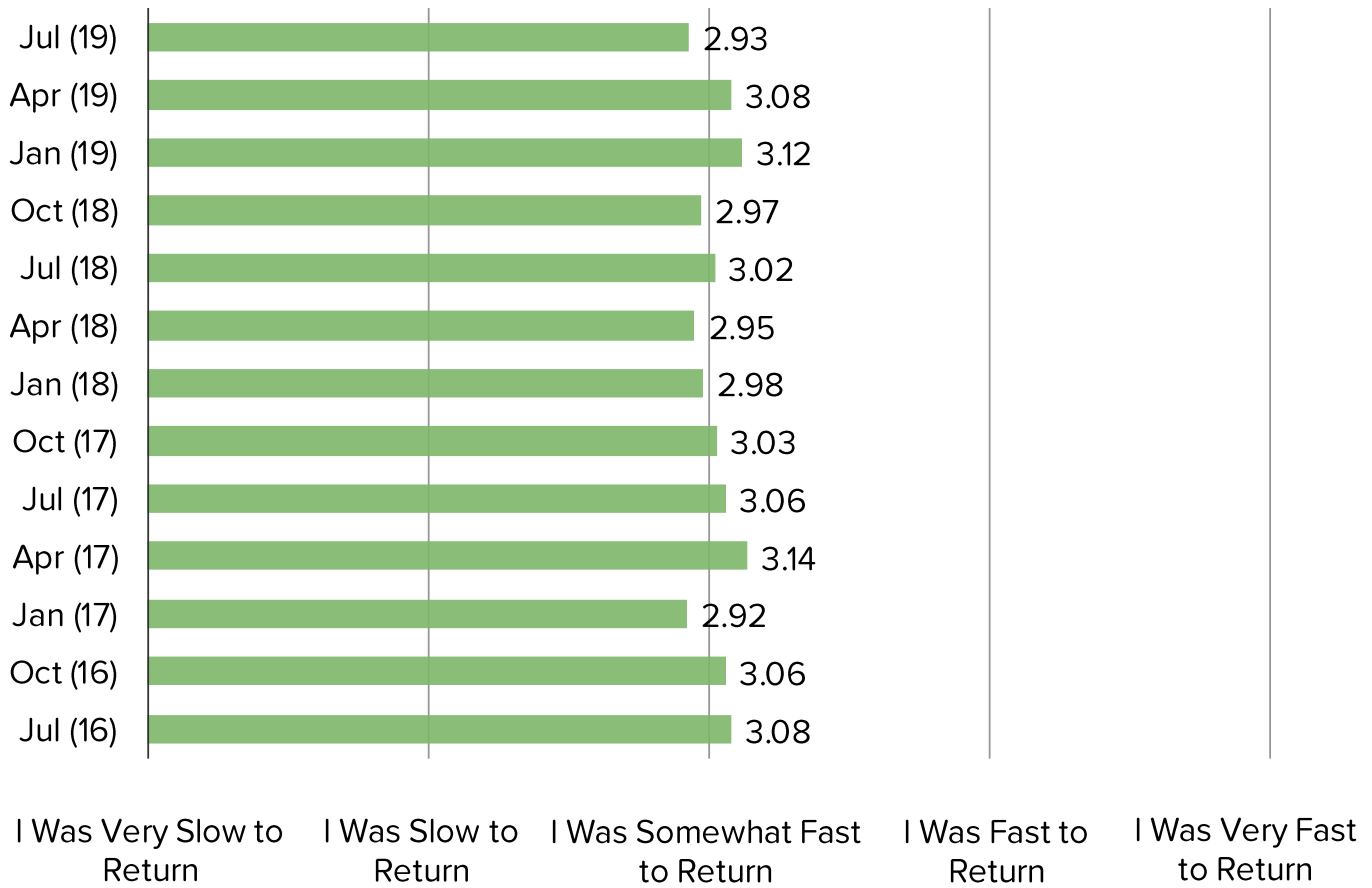


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CHIPOTLE - SPEED TO RETURN AND FREQUENCY CHANGES BY CUSTOMER TYPE

WHICH OF THE FOLLOWING BEST DESCRIBES HOW LONG IT TOOK YOU TO RETURN TO CHIPOTLE AFTER THE FOOD SAFETY ISSUES?

Posed to respondents who have returned to Chipotle AFTER THE FOOD SAFETY ISSUES

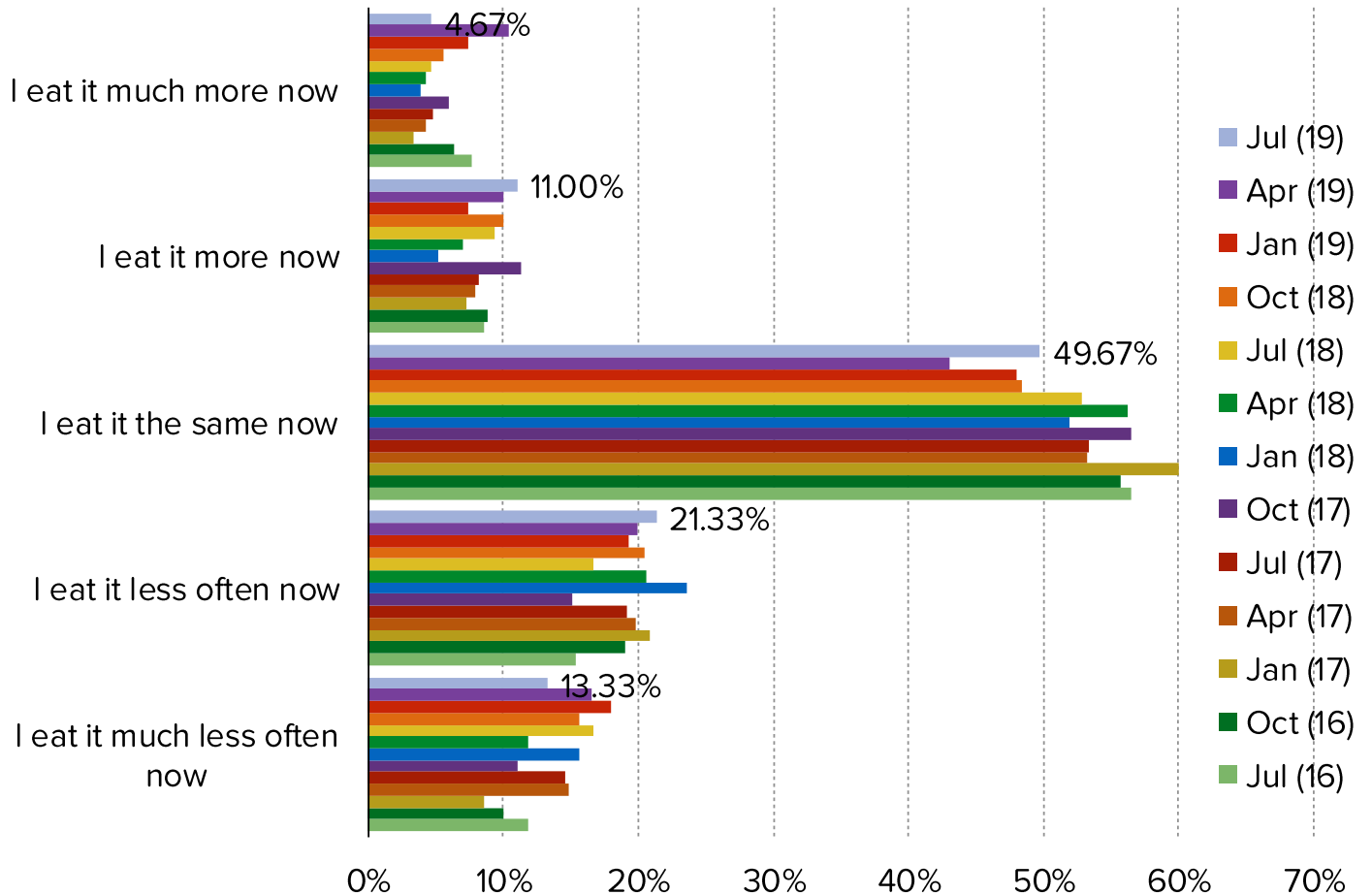


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CMG – SPEED TO RETURN AND FREQUENCY CHANGES BY CUSTOMER TYPE

FREQUENCY OF EATING CHIPOTLE NOW COMPARED TO FREQUENCY OF EATING IT BEFORE THE FOOD SAFETY ISSUES

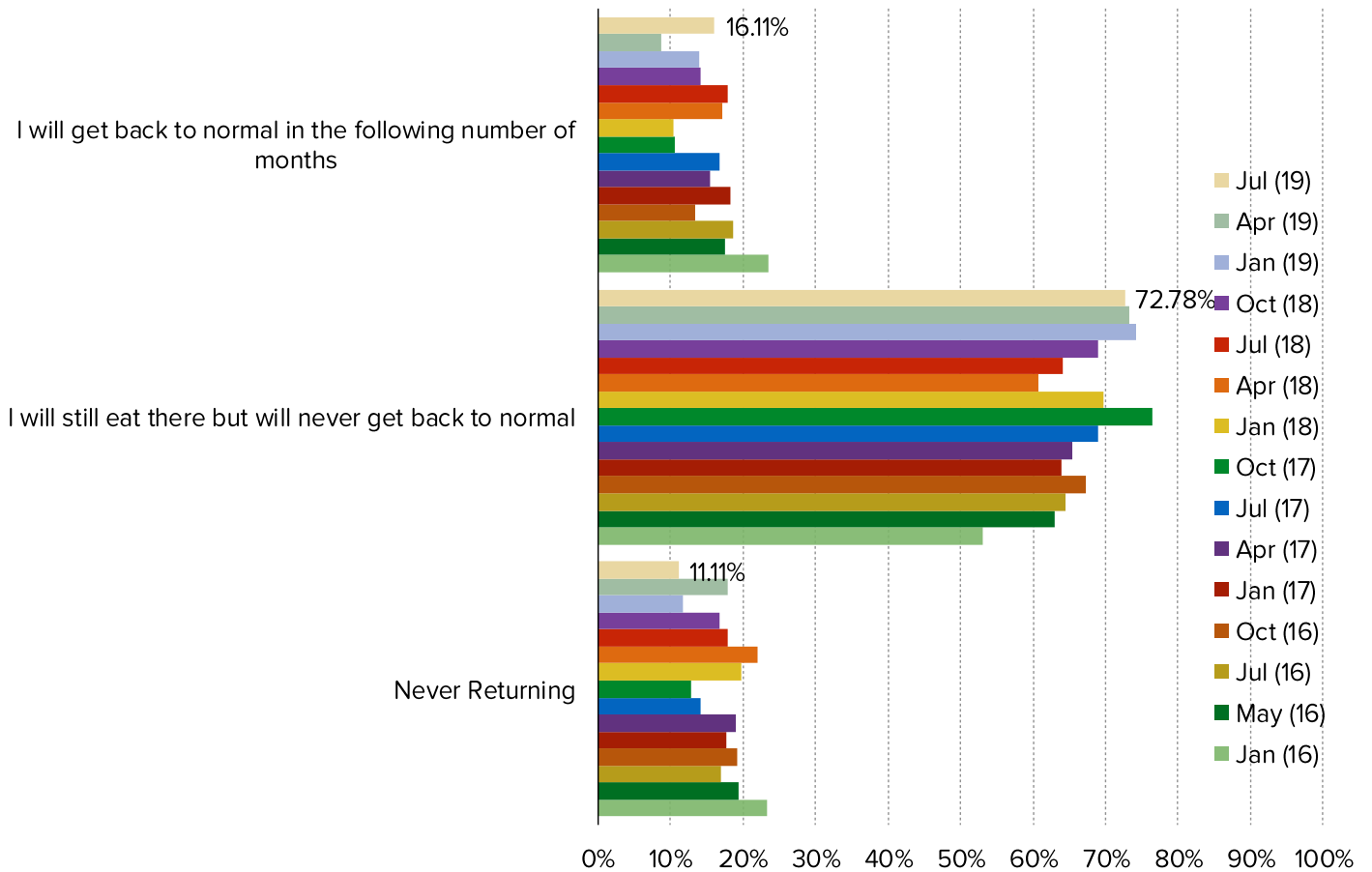
Posed to respondents who have returned to Chipotle AFTER THE FOOD SAFETY ISSUES



GENERAL CHIPOTLE QUESTIONS

HOW LONG WILL IT TAKE YOU TO GET BACK TO NORMAL VISIT FREQUENCY AT CHIPOTLE?

Posed to respondents who have eaten Chipotle in the past year, but responded that they are eating at Chipotle less vs a few months ago.

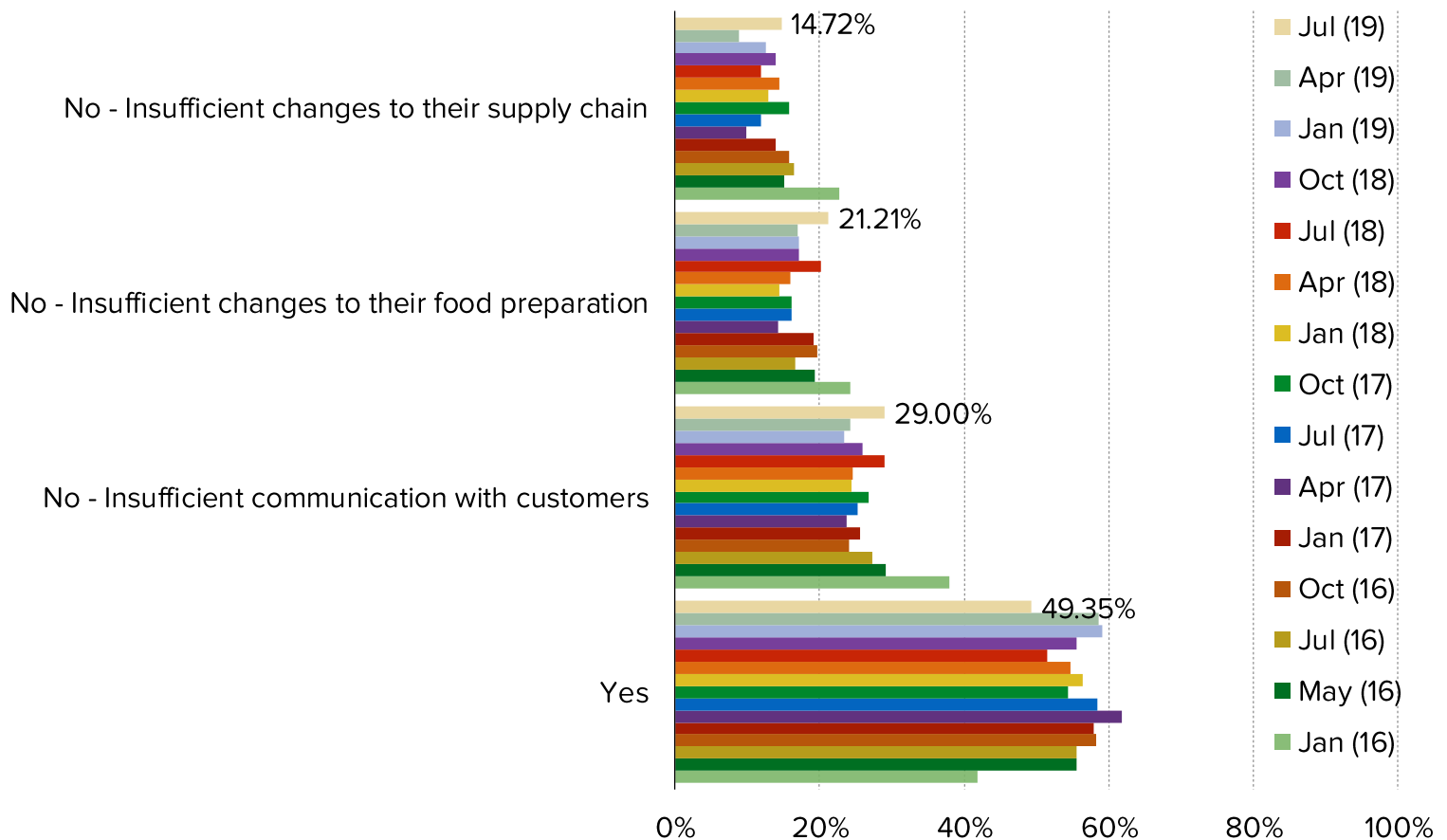


*Remember: The data above is drawn from the 25.3% of Chipotle customers (have been to Chipotle in the past year) who say they are currently going less often compared to a few months ago.

CHIPOTLE FOOD SAFETY QUESTIONS

HAS CHIPOTLE'S RESPONSE TO FOOD BORNE ILLNESSES BEEN SUFFICIENT IN YOUR VIEW?

Posed to Chipotle customers who are aware of the food safety issues.



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CHIPOTLE: MARKETING

CHIPOTLE MARKETING QUESTIONS

HOW MUCH DO YOU AGREE WITH THE FOLLOWING STATEMENTS?

Posed to Chipotle customers that visited in the past year.

