Chipotle Debuts New Restaurant Design To Support Its $1 Billion Digital Business

Brand utilizes stage gate process to test and validate go-forward layout in three new venues as it passes digital sales milestone

NEWPORT BEACH, Calif., Dec. 19, 2019 /PRNEWSWIRE/ -- Chipotle Mexican Grill (NYSE: CMG) announced today that it's testing a new restaurant design to better support its billion-dollar digital business. The evolved design will be trialed in four new restaurants of the following types: an urban store front, a standalone restaurant with a Chipotlane and an endcap unit with a Chipotlane, in Chicago, Cincinnati, and two locations in Phoenix. Additionally, the new restaurant design will be trialed in two retrofits in Newport Beach and San Diego. As part of its stage gate process, Chipotle will assess the performance of each restaurant for transactions, guest feedback, and ability to incorporate future menu innovations, among other metrics, before determining which design will roll out nationally.

With Chipotle's digital business increasing in size to $1 billion dollars, new in-restaurant features are being installed to help reduce friction and increase convenience for customers and delivery drivers alike. Walk-up windows and premium placement for digital built in pick-up portals will allow customers to receive their food more efficiently than ever.

"By better suiting our restaurants to accommodate the digital business, we're able to finalize orders more effectively and provide a better overall experience for our guests," said Curt Garner, Chief Technology Officer.

The new restaurant design will emulate Chipotle's commitment to transparency. Open views and front row seating provide direct lines of sight into the kitchen, where crew members hand prepare fresh food with real ingredients every day. The openness of this design will aim to increase communication and foster a sense of community with the restaurants. Additionally, bottled beverages will be more accessible with a customer-facing reach in cooler built into the serving line.

"While we are staying true to Chipotle's heritage, we are also excited to integrate new, innovative physical features into the restaurant that complement our growing digital business," said Tabassum Zalotrawala, Chief Development Officer of Chipotle. "Our eco-friendly, natural aesthetic and locally sourced approach to this design builds on our strong brand values and mission of cultivating a better world."

ABOUT CHIPOTLE
Chipotle Mexican Grill, Inc. (NYSE: CMG) is cultivating a better world by serving responsibly sourced, classically-cooked, real food with wholesome ingredients without artificial colors, flavors or preservatives. Chipotle had over 2,500 restaurants as of September 30, 2019, in the United States, Canada, the United Kingdom, France and Germany and is the only restaurant company of its size that owns and operates all its restaurants. With more than 80,000 employees passionate about providing a great guest experience, Chipotle is a longtime leader and innovator in the food industry. Chipotle is committed to making its food more accessible to everyone while continuing to be a brand with a demonstrated purpose as it leads the way in digital, technology and sustainable business practices. Steve Ells, founder and Executive Chairman, first opened Chipotle with a single restaurant in Denver, Colorado in 1993. For more information or to place an order online, visit WWW.CHIPOTLE.COM.

SOURCE Chipotle Mexican Grill

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