Saluting Innovation @ Chipotle

by Jamie Lahiere and Bill Poston

Saluting innovation at Chipotle for going where most food companies won't dare. After a yearlong testing period, Chipotle is now offering spicy organic tofu dishes chain-wide. The first addition to Chipotle's menu in 20 years, Sofritas is a shredded, chorizo-like bean curd. They've also launched a TV comedy series on Hulu about the shocking practices of a big-agriculture company. Farmed and Dangerous is a risky satire for a food company that invites scrutiny to Chipotle's food sourcing practices. This appeals to what the chain believes is a growing consumer interest in food production and a direct reflection of the popular restaurants stance on the rising issue. We salute Chipotle for their innovative menu addition and their transparency into their food production values.

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Originally published on April 9th, 2014

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