

Chipotle Mexican Grill Inc in Consumer Foodservice (USA)

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Abstracts

A key player in Latin American fast food, Chipotle Mexican Grill competes specifically in the rapidly expanding fast casual space in fast food. The company offers rapid, assembly line service that allows consumers to customise the blend of ingredients, including a base comprised of a burrito bowl, a tortilla, taco shells or a salad and then any combination of rice, meats, salsas and other available toppings. Chipotle adheres to a strict set of self-imposed guidelines in order to ensure that its...

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Contents

Strategic Direction

Key Facts

Summary 1 Chipotle Mexican Grill Inc: Key Facts

Summary 2 Chipotle Mexican Grill Inc: Operational Indicators

Suppliers

Competitive Positioning

Summary 3 Chipotle Mexican Grill Inc: Competitive Position 2016

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