2027 YOUNG ONES STUDENT AWARDS
Chipotle

Chipotle actually cooks.

BACKGROUND

HOW IT STARTED
Chipotle was born in 1993 with one restaurant in Denver and an idea that challenged what fast food could be. Founder Steve Ells was a classically trained chef who had studied at the Culinary Institute of America and worked at Stars restaurant in San Francisco. His original plan was actually to use the first Chipotle to make enough money to eventually open a fine dining restaurant. Chipotle became the restaurant instead.



And from the beginning, Steve approached Chipotle like a cook, not a fast-food operator. As he later described the idea:

"Chipotle is based on a very simple idea: We start with great ingredients, prepare them using classic cooking techniques, and serve them in a way that allows people to get exactly what they want."

- Steve Ells, Founder, Chipotle

If you want to know more about Steve Ells and the origins of Chipotle, this is a great podcast episode:
https://open.spotify.com/episode/67eSWMCFptVVNhz0MaPKmK

That simple idea still defines Chipotle today. **Start with real ingredients. Actually cook them. It will taste better.**



BACKGROUND (CONT.)



WHAT MAKES CHIPOTLE DIFFERENT
In much of fast food and fast casual, what happens in the restaurant can be heavily optimized around the final steps: heating, portioning, assembling and serving.

Chipotle was built differently.

Every morning, before guests arrive, our restaurant teams get to work.

They chop.
They slice.
They dice.
They season.
They grill.
They mash.
They squeeze.
They cook.

We use **just 53 real ingredients. No freezers. No microwaves.**

Prep starts early in the morning, hours before the first orders are served around 10:30 a.m. But why go through all that work? Well, because fresh ingredients, prepared by real people using real cooking techniques, simply **taste better**.

The char from the grill. The freshness of cilantro. The kick of jalapeño. The acidity of freshly squeezed lime. The texture of hand-mashed avocado.

These aren't just details of how we make our food. **They're where the flavor comes from.**

CHALLENGE

Here's the irony: **Our guests see the assembly**. **They don't always see the cooking**. They walk into Chipotle, point at what they want and watch their burrito or bowl come together in minutes.

But that line is only the last few feet of a much bigger story.
The cilantro was chopped.
The chicken was grilled.
The limes were squeezed.
The avocados didn't arrive as guacamole.
Someone made it.

So, the challenge is:

MAKE PEOPLE REALIZE CHIPOTLE ACTUALLY COOKS.

And this is your brief. We want you to create a breakthrough idea that makes the cooking, craft and human effort behind Chipotle's food impossible to ignore. Show people the difference between **putting food together** and **actually making it**.

Don't just tell people our food is fresh. Don't give us beautiful slow-motion tomatoes and call it a day. **Prove it. Dramatize it. Make people care**.

AUDIENCE

A young generation that knows Chipotle.

They know the line.
They know the bowl.
They know the burrito.
But do they know the kitchen?

They care about what's in their food, but may have little idea how much actual cooking happens before their order ever reaches the line. Our opportunity is to make something familiar feel completely different by revealing everything that happens before they arrive.





CONSIDERATIONS

YOUR CREATIVE PLAYGROUND
There's something beautifully simple hiding behind every Chipotle order:
Avocados don't arrive as guacamole.
Onions don't dice themselves.
Limes don't squeeze themselves.
Chicken doesn't grill itself.

Real ingredients require real cooking.
And real cooking requires people, skill, time and effort.

Your idea can live anywhere — film, social, outdoor, creators, PR, experiential, gaming, technology, inside our restaurants or somewhere completely unexpected.

We don't care where the idea lives. We care whether people remember it.

THE SINGLE-MINDED MESSAGE: “CHIPOTLE ACTUALLY COOKS”

REAL FOOD, NOT PROCESSED.
53 REAL INGREDIENTS.
HIGH QUALITY INGREDIENTS
(just so you get the picture, less than 5% of the beef in the US meets our standards)
NO FREEZERS.
NO MICROWAVES.
PREPARED FRESH EVERY DAY.
THEY DON'T ASSEMBLE THEMSELVES.

That’s why we serve **GREAT TASTING FOOD THAT IS ACTUALLY GOOD FOR YOU**.

ADDITIONAL RESOURCES/INSIGHTS

In case you need, you can find a collection of brand assets here:

Fonts:
https://www.dropbox.com/scl/fo/l6bhiybylqh4yf5pmz91d/AD5T8GW_g9FWLLTa5MXzWeg?rlkey=v5sq5jplo0sjkxuzvjy617hyl&st=iefn9dls&dl=0

Logos:
https://www.dropbox.com/scl/fo/22iyh3ifbw9cvsltwiue4/ACaFtEbmsg8UFUW2Nn1rS-g?rlkey=vvjaerc5wpehl3w5mqoaa7pou&st=j6vank03&dl=0

Surfaces/ Textures:
https://www.dropbox.com/scl/fo/ble8jsdxahwv1kxapripl/ABNT96zri4T8fCAybKN4eQQ?rlkey=f7frtod4sxad5k49h9mbya91c&st=dyyu7g9s&dl=0

Bowls:
https://www.dropbox.com/scl/fo/5wfob1opp35p3ij2xaibp/AKkM1xTc2ijk8eNR9xCqNXc?rlkey=r6gtyz8b6nll6t5ndycc0mamm&st=vq2vv0xl&dl=0

Burritos:
https://www.dropbox.com/scl/fo/3irb9ysk286o1xtf5j5nz/AJoUm--ujPkJbCRqKtB3ml4?rlkey=ploy7oumclxhkq7szf2lue7b1&st=k55js72m&dl=0

Tacos:
https://www.dropbox.com/scl/fo/n935kptawu4692zoxsjru/AFq8vzBlW8fUaebDM18AlC0?rlkey=x6vi6xb4i89idk3qbwgm7bvkr&st=lln8m3ox&dl=0

Chips:
https://www.dropbox.com/scl/fo/3ps1q5apgxxq3fv822nmc/AM9HXBoVFfCnRSHTXuXWvTI?rlkey=fqwaj91bm91rl9hch3luehcby&st=y21sd7oi&dl=0

Guac:
https://www.dropbox.com/scl/fo/5rk73y6059epx15b4xzls/APZ_yHkR9rUMhuUkiZx_M1U?rlkey=1x0iotwmgmcsckyi5lhvr8e74&st=okd03pkk&dl=0

Food Prep:
https://www.dropbox.com/scl/fo/v0ortdadaa7n6yrgt5s4j/AJixtk8XscKYuJ130w4RClg?rlkey=76zigxzb0vzw9h6rmwgqq3ul6&st=ofpdevwg&dl=0