

Chipotle: Food with Integrity

Overview

Day 1: Chipotle Videos and Discussion

Day 2: Flour Tortillas, Newspaper Article, Chipotle Nutrition

Day 3: Taco Lab

Day 1: Chipotle Introduction

Watch the following video clips. Pause after each clip and answer the discussion questions on the Chipotle Discussion Questions worksheet.

- Chipotle's Story
 - » <http://www.chipotle.com/en-US/fwi/videos/videos.aspx?v=6>
- How it All Started
 - » <http://www.chipotle.com/en-US/fwi/videos/videos.aspx?v=5>
- Back to the Start
 - » <http://www.chipotle.com/en-US/fwi/videos/videos.aspx?v=1>
- Paul Willis Story
 - » <http://www.chipotle.com/en-US/fwi/videos/videos.aspx?v=3>
- Tall Grass Prairie
 - » <http://www.chipotle.com/en-US/fwi/videos/videos.aspx?v=4>
- The Making of the Chipotle Commercial
 - » <http://www.chipotle.com/en-US/fwi/videos/videos.aspx?v=1>

“Students really enjoy learning about food with integrity through a restaurant they recognize.”

Students will be able to...

Content Objective

- Identify what values and attributes Chipotle has toward the food the restaurant serves.

Language Objective

- Describe Chipotle restaurants to someone who is unfamiliar

Side Note

Chipotle has a great website that has many video clips explaining their restaurant standards. Check out more at:

www.chipotle.com