

Student Name

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Essay 1: Chipotle Magic

Who doesn't love a good restaurant that strives to use natural ingredients? Who doesn't love a convenient restaurant with plenty of meal options and locations? Who doesn't love a restaurant with a nice atmosphere in which they can eat their meal with friends and family? Chipotle is a restaurant that encompasses all of those things. These three factors are just a few among many of the things that add to, what I call, Chipotle magic. I believe in Chipotle magic.

With all of the crap that's everywhere in our environment, what I put in my stomach is the last thing that I really want to worry about. Chipotle is one of many restaurants that is striving to use all natural ingredients. You can see that this is true the moment you walk into any Chipotle. There is a big sign as part of the menu board boasting the use of naturally raised chickens. Also, while standing in line to order your food, there is a newspaper that you can pick up and read that usually elaborates on the Chipotle story and the ingredients that the restaurant strives to use. If you haven't been to the restaurant, Chipotle's website elaborates on the uses of mostly organic produce, one hundred percent naturally raised pork, and growth hormone free chickens and cows. This attempt to provide quality ingredients adds to the appeal of Chipotle.

As a member of the U.S. Army Reserves, I was stationed in three different states in the past three years. Two of the three states I was stationed in had a Chipotle restaurant within fifteen minutes of where I was staying. The third state I was stationed in had a Chipotle 45 minutes away; and yes, I did make special trips reserved solely for eating at Chipotle. One of my main fears of coming home from training was that there were not any Chipotles on the east coast. To my astonishment, I came home and found that Chipotle opened a restaurant approximately 15 minutes away from my house. The many locations of Chipotle made eating there very convenient for me.

In addition to the many locations that Chipotle provides, Chipotle also provides many meal options to satisfy everyone who chooses to dine there. Chipotle offers choices for kids and adults, choices for vegetarians and meat lovers, and choices for people who want just a snack. Meal options include burritos, tacos, salads, quesadillas, and burrito bowls. For each meal you can choose from about five different main meat choices or you can go vegetarian. You can choose to top your meal off with peppers and onions, pinto or black beans, rice, four different salsas, sour cream, cheese, and guacamole. You also have the option of chips with the accompaniment of your choice of the four different salsas or guacamole. As far as drinks go they offer milk, soda, water, and margaritas and beer. With this many choices and possible combinations, how can you possibly go wrong?

I love eating outdoors with my family and friends. Chipotle makes this a possibility in addition to their indoor seating. Every Chipotle I ever enjoyed a meal at has a patio where you can sit and enjoy the nice weather. These patios provide my favorite atmosphere to eat in: fresh air. Knowing that every meal cannot be enjoyed in perfect weather, I am able to enjoy the nice

indoor seating that Chipotle provides on a cold or rainy day. The simplicity of Chipotle's interior décor adds to its appeal to me. Whoever thought of putting stainless steel and light colored wood together was a genius. From the wall decorations combining these two mediums to the seating and tables also made from those two mediums, Chipotle provides a nice, fun environment that I love to eat in. In addition to the eye pleasing décor, I enjoy the smell of the meat that is grilled in view of the ordering line. It definitely gets my mouth watering.

Two years ago I got my adenoids and tonsils removed. After having surgery I was put on a medicine that made it impossible for me to keep food down. I was unable to stomach anything other than water for four days. I lost about ten pounds at that point and was trying anything and everything to regain the weight I lost. The first meal I was able to eat again without throwing up was a chicken salad from Chipotle. I ate the whole entire thing without any problems. It really seemed like magic at the time.

Over the past four years, Chipotle has been a place where my friends and family and I enjoyed many lunches dinners. I am confident to say that we will create many more memories there in the future. The fresh ingredients, the accessibility of the restaurants, and the amazing atmosphere make it so easy to be confident. It may be a simple and easily comprehensible idea, but I believe in Chipotle magic. If you haven't, why not give it a try? Why not find the magic that Chipotle may hold for you and your family?