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CHIPOTLE
MEXICAN GRILL

FOOD
MENU [INGREDIENTS](#) [RESTAURANT REVIEWS](#)

[Burrito](#) [Burrito Bowl](#) [Fajita Burrito](#) [Crispy Tacos](#) [Soft Tacos](#) [Salad](#) [Chips & Guac](#)

Burrito
Flour tortilla, choice of cilantro-lime rice, pinto or vegetarian black beans, meat (braised carnitas or barbacoa, adobo marinated and grilled chicken or beef) or guacamole, salsa and cheese or sour cream.

CUSTOMIZE IT
Build your version of the perfect burrito (or taco or bowl). Want extra meat? Just ask. Extra rice? Just ask. You choose exactly what you want. That may mean a little more salsa, a little less sour cream, whatever you'd like.
[So go order right now.](#) [Download menu.](#)

The Chipotle website effectively communicates good graphic design. The design is done almost all in Adobe Flash, and the overall feel it accomplishes is one of simplicity, crispness and cleanliness --exactly the image that the franchise wanted to promote.

The use of CSS helps to pull everything together, which adds another element of unity to the website.

The navigation is excellent as well. The flash menu bar on the top left side of the screen caters towards everyone, including the computer illiterate, as it is very simple and easy to figure out. Also, because the menu is a separate .swf file, there is still a back button, despite most of the site being in flash. The site also has excellent compatibility, any resolution works for it. Finally, despite all the flash animations which while not being overwhelming, help to keep you interested and feel as though you are interacting with the site, the website maintains good loading times. I checked the Chipotle website from several different locations including a computer that used a 56k modem, and it still loaded relatively quickly each time.

“Almost as fast as consumers are gobbling up Chipotle burritos, the designers who redesigned the burrito-maker’s Web site are picking up accolades from the Web software industry and the Denver advertising community.

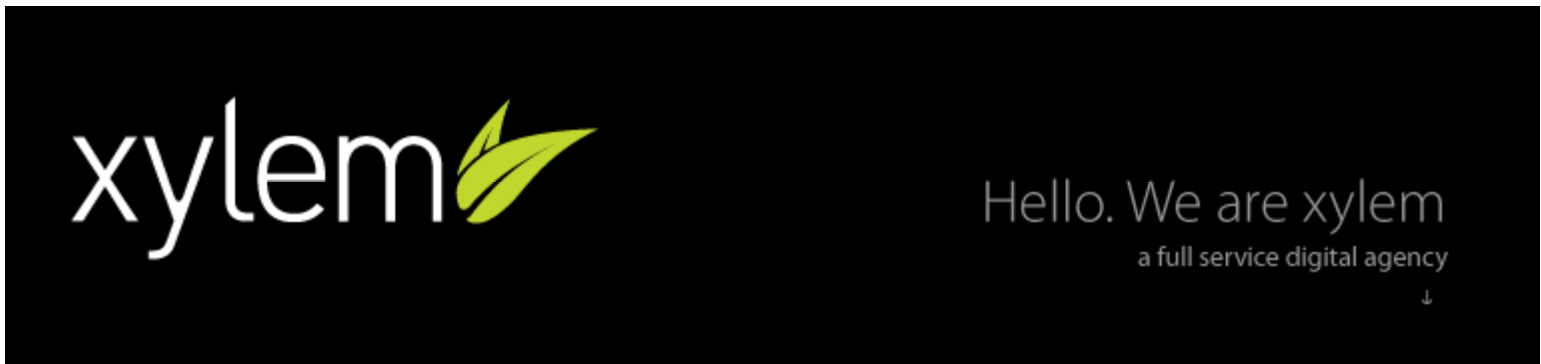
Macromedia, Inc., creators of the popular Flash Web tool, recently recognized Xylem Interactive by naming the Chipotle web site their “Site of the Day” and creating a case study around the company’s use of Macromedia Flash to animate the site.

Additionally, at its recent annual awards ceremony, the Denver Advertising Federation awarded a gold ADDY award and two Judge’s Choice awards to Xylem for their design work.

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Once a tiny burrito joint near the University of Denver, Chipotle has grown into one of the national leaders of the “quick casual” dining market. The company hired Xylem Interactive to redesign its web presence to be more inline



Xylem interactive is the graphic design firm that was in charge of Chipotle, which has had a significant impact on Chipotle sales. Along with the Chipotle website, xylem has helped to design/advertize for Dots, Davines, Jimmy Johns, Nutrilite, and Jamba, among others. Xylem prides itself mostly on its phenomenolly expertise use of flash.