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Chipotle introduces High Protein Menu

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Chipotle Mexican Grill announced its first-ever High Protein Menu that will roll out in the U.S. and Canada. The curated menu features a High Protein Cup with fresh grilled, hand-cut Adobo Chicken at 32 grams of protein, meeting consumer demand for a quick protein-packed snack. Chipotle's popular Adobo Chicken is humanely raised and never given antibiotics, so the menu makes it easy to enjoy clean, high-protein options without sacrificing flavour.

Starting Tuesday, December 23, guests in the U.S. and Canada can order from the High Protein Menu in-restaurant and via the Chipotle app, Chipotle.com and Chipotle.ca. In the U.S., prices start at $3.50 for a Single Chicken Taco at select restaurants.

A high-protein diet has held the title as the top diet pattern in the U.S. for three consecutive years. In addition, 70 per cent of Americans say they are prioritising protein and more than one-third have increased their intake in the past year.2 With the rise of GLP-1s and a broader focus on macronutrients, Chipotle's new High Protein Menu offers more ways for guests to get the protein they want in the portions that work for them, whether that is a lighter bite or a more substantial build.

The High Protein Menu also features Chipotle's first-ever snack: a High Protein Cup. Inspired by real protein hacks that Chipotle guests rely on to boost their protein intake, the High Protein Cup is 4 ounces of clean, craveable Adobo Chicken or Steak.