



CHIPOTLE'S PARTNERSHIP WITH DELIVERECT YIELDS 53% REVENUE GROWTH

UNITED KINGDOM



CHALLENGE

When Chipotle initiated home delivery services in the UK, they encountered significant challenges partnering with multiple food delivery platforms. These included:

- Space constraints for numerous tablets
- Additional time for managing each tablet
- Risks of order errors in handling each tablet separately.
- Staff time for updating menus, promotions, and other relevant information

SOLUTION

Deliverect centralized and synchronized all Chipotle's online orders into their point-of-sale system, consolidating everything onto one screen. This solution resolved space issues and eliminated the need to manage multiple tablets, streamlining order-taking and daily tasks.

INTEGRATIONS USED



Uber Eats



ABOUT CHIPOTLE

Chipotle is a Tex-Mex restaurant chain founded in the US in 1993 by Chef Steve Eells. Expanding to the UK in 2010, they introduced delivery services in 2018 in partnership with Deliveroo. Later, they strengthened their online presence and formed strategic partnerships with the three primary delivery services. Delivery accounts for 50% of their business.

63%

**Avg. increase in
order volume**

53%

Revenue growth

4mins

**Per restaurant
saved daily**

“

Working with Deliverect has been great for Chipotle's business. It's allowed us to add the additional delivery partners we wanted and increased the number of transactions we process.”

**ANDREW LAWRENCE, IT
MANAGER UK & EUROPE.**

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