

CHIPOTLE PACKAGING

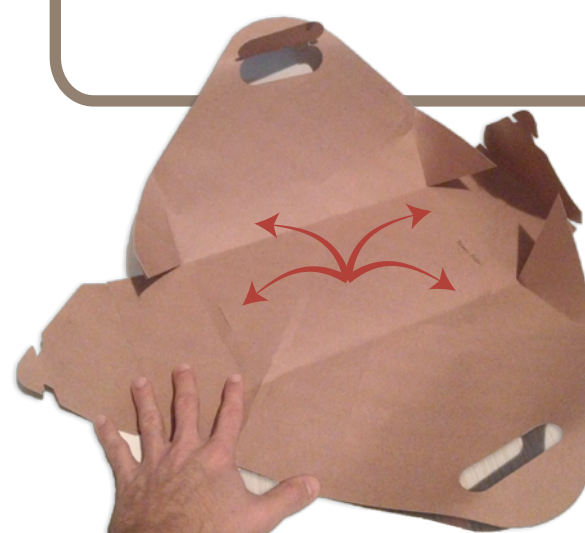
CURRENT BAGS

- Unoriginal package design
- Single use/purpose
- Allows messes everywhere
- Flimsy paper bag can easily rip



NEW PACKAGE

- Unique package design
- Multiple uses/purposes
- Placemat design contains messes
- Made of durable, strong paperboard



STEP 1

Unfold handle.

STEP 2

Pull side tabs out of slot.

STEP 3

Unfold sides until flat.

STEP 4

Your package is in placemat form. Time to eat!