

Chipotle Public Relations Plan

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Description: Chipotle is adding mini churros to its menu nationwide on Thursday, June 11, 2026. The churros are Vegan and sold in a pack of three for \$5.99. Chipotle will partner with the charity No Kid Hungry to donate \$1 from each purchase to help end childhood hunger.

Launch date: Thursday, June 11, 2026

Target Audience

- Chipotle fans/loyal customers
- Those passionate about ending childhood hunger/No Kid Hungry's initiatives
- Vegans
- Those prioritizing healthy eating
- Teens (aged 13-18)
- Millennials (aged 29-44)
- Fans of fast food
- Middle-income consumers

Key Spokesperson(s)

- Tabitha Brown (a prominent Vegan celebrity chef, had a Vegan-themed TV show on Food Network called *It's CompliPlated*, promotes Veganism as a healthy lifestyle choice, and credits her own Veganism for improving her health)
 - Could discuss the health angle behind a Vegan dessert, promoting it to Vegan and health-conscious consumers.
- Nate Lawton, Chipotle's Chief Business Development Officer (oversees emerging concepts/partnerships strategies)
 - Could discuss both the mini churro as a new concept and Chipotle's entrance into the dessert space; could also discuss the partnership with No Kid Hungry and how that supports the charity's initiatives.
- George Kelemen, Senior Vice President for Partnerships, Campaigns, and Advocacy at No Kid Hungry.
 - Responsible for strategies through partnerships, campaigns, and government relations.
 - He could be used in a business vertical to discuss the partnership between Chipotle and No Kid Hungry, or advocate for the work No Kid Hungry does and how Chipotle is helping them in their work.

Campaign Objectives

- To inform consumers that Chipotle is adding mini churros to its menu nationwide on June 11, 2026.
- To raise awareness about the No Kid Hungry initiative and that consumers who purchase the product will support ending childhood hunger.

- Leverage the fact that the mini churros are Vegan to promote them as a healthy dessert for health-conscious consumers.

Key Strategy

- Leverage key spokespeople to secure interviews in national print and broadcast media.
- Utilize key spokespeople and the product to secure social media coverage.
- Utilize the charity angle to build awareness of how the product benefits the No Kid Hungry initiative.
- Engage health-conscious and Vegan consumers by highlighting the product as a Vegan, healthy dessert option.

Key Messages

- Chipotle's Vegan mini churros will be available nationwide on June 11, 2026.
- One dollar from each purchase of Chipotle's mini churros will go to the charity No Kid Hungry, supporting initiatives to end childhood hunger.
- The mini churros are Vegan, making them a healthy dessert choice for the Vegan and/or health-conscious consumer.

Pitch Angles

- The Chipotle mini churro is a healthy, Vegan dessert option for all consumers, whether they are Vegan and health-conscious or not.
- Because purchasing Chipotle's mini churros supports the charity No Kid Hungry, purchasers are aiding in the fight against childhood hunger and food insecurity.
- Chipotle's mini churros pair well with other homemade Vegan garnishes, simple for consumers to make themselves.
- The mini churro represents a diversion from Chipotle's current menu offerings, and its uniqueness will make it a more successful dessert offering than the company's past dessert product attempts.

Long Lead

Long Lead - Women's

- Good Housekeeping - parenting section: George Keleman (No Kid Hungry spokesperson) discusses the partnership with Chipotle and how purchasing the dessert helps kids and families struggling with food insecurity around the country.
- Woman's World - Wellness/pain management section: Tabitha Brown highlights how her Vegan lifestyle helps manage her chronic pain, emphasizing that she can still enjoy sweets/desserts like the Chipotle mini churro.
- Women's Health - Food and Nutrition, Recipes section: pitch a recipe for homemade Vegan chocolate sauce, which pairs with the Chipotle mini churro.
- Harper's Bazaar - Culture section: Tabitha Brown, "America's Mom," reveals her story from Uber driver to icon. Brown explains how her simple Vegan cooking tutorials catapulted her to stardom,

highlighting that her Veganism improved her physical health, allowing her to enjoy food items like Chipotle's mini churros without chronic pain.

- Woman's Day - Health and Fitness - Nutrition section: Nate Lawton highlights Chipotle as fast food, but not unhealthy. He explains how food can change the world by using [real ingredients](#). With this, he will introduce Chipotle's new mini churro, which supports Chipotle's initiatives to create real, clean food.

Long Lead - Men's

- Men's Health - Nutrition section: Tabitha Brown discusses the health benefits of a Vegan lifestyle, including that many athletes have embraced it, while discussing how the diet doesn't stop individuals from consuming sweet things (like Chipotle's mini churros).
- GQ - Culture and eating section: Pitch the recipe for the homemade Vegan chocolate sauce, which pairs with Chipotle's Vegan mini-churros, highlighting how the dessert is easy and quick for those prioritizing healthy eating.
- Men's Journal - Food section, charity tag: Chipotle's Nate Lawton discusses the new Chipotle Vegan mini-churro and how it benefits the No Kid Hungry initiative, making it a healthy snack that also has a positive impact.
- Esquire - Lifestyle - Fatherhood section: George Kelemen (No Kid Hungry spokesperson) proposes the idea, "Looking for the next big fast food craze? Look no further." Kelemen will discuss the new Chipotle mini churro, specifically how it is perfect for busy, on-the-go fathers looking for a quick, sweet, and healthy bite. Kelemen will also appeal to fathers and parenthood by explaining how a mini churro purchase benefits the No Kid Hungry initiative.
- Outside - Health - Nutrition section: Tabitha Brown uses the pitch angle that eating Vegan improved her physical health, and it can improve yours, too. She details her chronic pain and how, since she is now Vegan, her health has improved dramatically, allowing her to enjoy things she never thought she'd be able to again, like Chipotle's new mini churros.

Short Lead

Broadcast

- The Today Show or Good Morning America: Tabitha Brown demonstrates how to make a Vegan chocolate sauce to pair with the Chipotle mini churro, emphasizing that the mini churros' Vegan properties make it a healthy dessert choice.
- Live with Kelly and Mark: Tabitha Brown discusses how her Vegan lifestyle has improved her health while promoting Chipotle's mini churros as an excellent dessert choice for those who prioritize healthy eating. This plays into Kelly and Mark's emphasis on healthy eating/living.
- The Kelly Clarkson Show: George Kelemen (No Kid Hungry executive) and 2-3 [No Kid Hungry youth ambassadors](#) discuss how the mini churros benefit the charity. Fits into the show's "heartwarming stories" angle.
- The Tonight Show: Tabitha Brown and Fallon play his "secret ingredient" game, during which they eat a three-course meal while trying to guess the hidden ingredient in each dish. The final "dish" is the Chipotle churro.

- Jimmy Kimmel Live!: Tabitha Brown and Kimmel sample the Chipotle mini churros while discussing them as a Vegan, healthy dessert choice that also supports the No Kid Hungry initiative.

Print/Online

- Forbes: Chipotle's Chief Business Development Officer, Nate Lawton, discusses how the new mini churro represents a diversion from Chipotle's current menu offerings, and why this product will be more successful than Chipotle's past dessert-product attempts.
- Business Insider Food: Nate Lawton, Chipotle's Chief Business Development Officer, discusses how the mini churro brings Chipotle further into the Vegan/healthy eating space, and how they hope adding a healthy dessert option will appeal to their Generation Z and millennial consumer base (both generations that are more likely to prioritize healthy eating).
- Delish: Pitch reporter Gabby Romero, a self-described "Chipotle loyalist through and through" who has covered their new products in the past, to visit a Chipotle location and try the new mini churro in exchange for coverage of it in the magazine.
- LA Times: Tabitha Brown, a Los Angeles local, discusses her Vegan lifestyle and its health benefits, while discussing the new Chipotle mini churros as a healthy and Vegan-friendly dessert.
- Pitch local news in areas where the Chipotle food truck pop-ups and social media scavenger hunts occur, highlighting the new menu item and how purchasing benefits No Kid Hungry.

Radio

- The Splendid Table: Tabitha Brown discusses how her Vegan lifestyle reshaped her relationship with foods important to her Southern roots, but how she can still enjoy those foods and other sweet treats, including Chipotle's mini churros.
- Good Food (KCRW, LA-based radio show): Tabitha Brown discusses her Vegan lifestyle and favorite snacks, including Chipotle's mini churros.
- The Sporkful (a podcast that "obsess[es] about food to learn more about people"): George Keleman and host Dan Pashman sample Chipotle's new mini churros while discussing how purchasing benefits No Kid Hungry.
- Gastropod ([a podcast that "looks at food through the lens of science and history"](#)): Co-hosts Cynthia Graber and Nicola Twilley are joined by Nate Lawton as they uncover the history of churros, from its creation to Chipotle's newest launch.
- Radio Cherry Bombe: Host Kerry Diamond is joined by Tabitha Brown, who discusses her rise to stardom and how being Vegan made her a household name. Brown will discuss how her kids motivated her during this process, and how, sometimes, she and her family want to make a quick stop for a healthy sweet treat. Welcome Chipotle's mini churros.

Digital

X/Instagram

- Create an infographic to post jointly on the Chipotle and No Kid Hungry Instagram accounts that explains how purchasing the product benefits No Kid Hungry.
- Pitch food influencers, such as Keith Lee (@keith_lee125), to try the product in exchange for a review, highlighting it as a healthy dessert.

- Utilize the Chipotle Instagram (with 1.5+ million followers) to launch a hashtag in an Instagram reel with Brown and Keleman (#churrosforchange), encouraging users to post themselves trying the Chipotle Vegan mini churro while also highlighting how purchasing the product benefits charity.
- Pitch Vegan food influencers, such as Carleigh Bodrug (@plantyou), to try making the Vegan homemade chocolate sauce, pair it with the Chipotle Vegan mini churro, and then taste-test.

TikTok

- Pitch food influencers (such as Jordan Howlett, @Jordan_The_Stallion8, known for his fast food reviews) and have them review the product.
- Tabitha Brown demonstrates how to make a homemade Vegan chocolate sauce to pair with the Chipotle mini churro, encouraging viewers to try the pairing themselves and use the hashtag #chocolateandchurros.
- Pitch influencers in the parenting/family sphere (such as Gwenna Laithland, @mommacusses, known for her parenting content) to highlight how purchasing the Chipotle mini churros benefits No Kid Hungry and helps fight childhood hunger.
- Pitch to athletes and/or sports teams and have athletes/players try the mini churro before or after working out/practicing, then review how they feel. This is to highlight the churros' Vegan, healthy qualities.

Bloggers

- Pitch Vegan bloggers (such as @icanyoucanvegan) to review the product, highlighting it as a healthy, Vegan-friendly dessert.
- Pitch Gena Hamshaw — a Vegan food blogger (The Full Helping), registered dietician, and recipe developer — to create a Vegan garnish for the Chipotle mini churros, highlighting how Chipotle's churros are great on their own or with a dip of something else.
- Pitch Scarlet Paolicchi (creator of Family Focus Blog) to write a blog post under their "Family Food" section, highlighting the healthiness and convenience of Chipotle, but also how they are giving back to families, specifically children in need, with the purchase of the new mini churros.

Calendar

November 2025:

- Begin pitching to long lead media (7 months before launch date)

April 2026:

- March 30-April 3: finalize campaign information, press materials, press kit, mailing list
- Launch campaign publicly on April 16, 2026 (8 weeks before launch date)
 - Mail press kits on April 20, since it's a Monday and April 16 is a Thursday
- April 16 (after campaign is launched): Begin pitching to short lead media (8 weeks before launch date)

May 2026:

- May 14: Begin teasers on social media for the new Chipotle mini churros
- May 19: Officially announce Chipotle mini churros on social media
- Rest of May: Continue to post content about the new churros, releasing the hashtags #churrosforchange and #chocolateandchurros and generating publicity around the item

June 2026:

- June 6: National Churro Day social media scavenger hunt
- June 8-10: Media Tour
- June 11: Chipotle mini churro release

Mailing

- Press release
- Fact sheet about the new Chipotle mini churros
- Background sheet on Chipotle; background sheet on No Kid Hungry
 - Sheet explaining the partnership
- Bios about spokespeople
 - Tabitha Brown
 - Nate Lawton
 - George Kelemen
- A sample of the churros (packages in a plastic bag)
- QR code with the following
 - Product photos
 - Photos from No Kid Hungry's work
 - Online version of the press release, fact sheet, background sheets, and bios
 - B-roll video clips for broadcast or social media use
 - Social media toolkit
 - Sample captions
 - Hashtags
 - Key messaging
- Contact information for this campaign's designated media liaison



- Design-wise, the press kit will be sent out in a churro box. The boxes will include Chipotle's signature red, brown, and white, with a clean, simple type.
- Everything will be sent inside these boxes to replicate the joy of unboxing food, particularly something sweet.

Press Materials

- Press release
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Misc. Events

- A Chipotle food truck visits four college campuses in four of Chipotle's largest markets, handing out free samples of the Chipotle mini churros to students.
 - Chipotle's four largest markets are New York City, Los Angeles, Chicago, and Houston, so the event would take place on the NYU, UCLA, University of Illinois Chicago, and University of Houston campuses.
 - Most current college students are Generation Z, a key consumer base for Chipotle, making them a valuable market to target.
 - Generation Z is also known for prioritizing healthy eating and companies that support charitable initiatives, adding to the product's appeal.
- On June 6, 2026 (National Churro Day), utilize social media in four key markets to lead consumers on a scavenger hunt for early access to the mini churros.
 - Will take place in New York City, Los Angeles, Chicago, and Houston
 - Have a social media team walking around each city, giving clues to where they are on social media, allowing consumers to find them and be rewarded with Chipotle's new mini churros before the actual launch date of June 11, 2026.
 - This has been a popular trend, especially over the last year.
 - Additionally, consumers are driven by a desire for free items, such as free churros.
- Pitch local news in areas where the Chipotle food truck pop-ups and social media scavenger hunts occur, highlighting the new menu item and how purchasing benefits No Kid Hungry.

Evaluation

- Earned media placements
 - Print, social, long-lead, short-lead
- Media impressions
- Number of mini churros sold
- Amount made from mini churros sold in USD
- Number of attendees at college campus events
- Number of attendees for social media scavenger hunt
- Overall reaction of Chipotle mini churros
 - Was it positive, negative, or neutral?
- Engagement with social media content, including:
 - Likes and comments on TikTok and Instagram content
 - Reposts on X content
 - Number of posts that use #churrosforchange (Instagram/X content) and #chocolateandchurros (TikTok content)