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27

[My Tastiest Post Ever: Chipotle Mexican Grill](#)

[Kevin Wilson](#) posted on August 27, 2010 06:50

This is probably my tastiest post ever.

Earlier this year I blogged on understanding 20-somethings through reading the Percy Jackson fictional book series. If you want another way to gain insight into the Millennial Generation focus your attention on the restaurant chain Chipotle Mexican Grill.



Chipotle is a magnet for Millennials. I've gone to Chipotles from North Carolina to California, from Minnesota to Kentucky. As far as I can remember every restaurant, every time, people in their 20s and 30s are sitting at the stainless steel tables locked in conversation.

From what I can tell one powerful draw of Chipotle is a philosophy of minimalism. The world of the Mexican Grill is not cluttered with countless options and choices. There are only five entrees on the menu. For the sake of comparison, [Sonic restaurants claim to offer 168,000 options just for drinks](#). Chipotle radio commercials often have no music in the background -- just one person speaking the text. The Chipotle décor is also simple, utilizing wood and stainless steel and tin.

This really makes me wonder how Millennials view our program driven churches that value a wide variety of ministries to appeal to a relatively broad range of people. In fact if I were launching a new church today I likely would focus on worship, small and medium sized relational groups centered on the Christian life and helping members serve in their communities.

The other distinctive that appeals to 20-somethings is Chipotle heavily markets "Food with Integrity." According to the [Chipotle website](#) this is a commitment to finding the best ingredients raised with respect for the animals, the environment and the farmers. The Mexican Grill advertises that all their meat is free of antibiotics and hormones. Local restaurants will often post the names of local farms that are providing food to the store.

The renewed fascination with "being green" or "food with integrity" creates some challenges for churches. In the process of grappling with these issues remember that the Millennials are watching. And they likely are holding a Chipotle burrito as they watch.

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