

LOYALTY UNPACKED

by the NORTH AMERICAN LOYALTY ASSOCIATION





THE BRAND

Chipotle Mexican Grill is a fast-casual restaurant chain known for serving customizable **Mexican-inspired food** made with fresh ingredients, prepared in front of guests, and centered on its "Food with Integrity" philosophy.



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THE PROGRAM

Chipotle Rewards is a point-based program, relaunched in Apr 26:

- 10 points per \$1
- Free food as rewards
- Free Chips and Guac at sign-up
- Monthly free bonus reward drops
- Streaks, badges, and challenges
- Preferred birthday reward with a 30-day redemption window
- Points don't expire (with a qualifying purchase per year)

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THE NUMBER

21
million
active
members



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THE IMPACT

90%

of digital orders
tied to
rewards

But only 20% of in-restaurant
orders

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Chipotle Rewards
leverages monthly
challenges,
limited-time extras
and exclusive badges
to keep the members
engaged and increase
visit frequency



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THE NALA™ INSIGHT

Chipotle is **shaping habits, not chasing transactions.**

Most Quick Service Restaurant programs rely on a calendar of heavy discounts to drive traffic, teaching the customer to be opportunistic.

Chipotle is playing a different game.

Its April 2026 “Rewards on repeat” program update is built to do one thing: **motivate customers to return and do specific purchases with behavioral triggers and gamified challenges**, not just discounts.

This is a step toward building lasting customer loyalty.



OUR CHALLENGE

Would this work outside QSR?

“How heavily do
Does gamification create **genuine**
loyalty or just more engagement?

discounts in your
loyalty program?”
How would this perform **without**
points?

Is this sustainable at **scale?**



THE BIG QUESTION

**“How heavily do
you rely on
discounts in your
loyalty program?”**

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JOIN US

NALA™ is a community for people doing the real work of loyalty, CRM and customer engagement inside brands and retailers.

We create space for real brand stories like this, open debate, practical exchange and celebrate success.



Meet us at **The BIG Handshake Loyalty™**
event in Chicago on November 10
[Get your tickets here](#)

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