# Chipotle (UK) Launches First Vegan Menu Item: Braised Tofu

**Monday 30 July, 2018**

London, 30 July, 2018: Chipotle Launches New Braised Tofu Menu Item: A delicious new protein option, appealing to vegans and non-vegans alike

Whether a practicing vegan or not, Chipotle's new braised tofu will appeal to those looking for an exciting new taste and will be available at all six of its London restaurants, including Soho, Baker Street, Islington and The City from 30th July.

The new slow-cooked, deliciously tender braised tofu (sofritas) is made with onions, garlic, cumin and paprika, all simmered in chopped tomatoes with a sprinkle of oregano.

The vegan braised tofu will be available in burritos, tacos, burrito bowls and salads and can be easily customized to suit your training regime,dietary requirement, or personal taste with other signature ingredients, including white or brown coriander-lime rice, pinto beans, salsas and guacamole.

The Vegan Boost (£7) is a new set meal item; a low calorie, gluten free salad which features braised tofu, black beans, fresh tomato salsa and romaine lettuce, at just 305 calories.

'We are changing the way people think about and eat fast food, said Jacob Sumner, operations director, Chipotle in Europe. 'Braised tofu is a very different menu item not just for Chipotle, but for any fast food or fast casual restaurant. It was really conceived with vegetarians and vegans in mind, but it's so delicious that we believe it will have a broad appeal on taste alone.

'We are proud to be able to serve those looking to avoid meat, or lower their meat intake, with a substantial protein alternative.'

The vegan braised tofu will be available at all Chipotle restaurants in London from 30th July and priced from £7.

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ABOUT CHIPOTLE

Steve Ells, Founder, started Chipotle with the idea that food served fast did not have to be a typical fast food experience. Today, Chipotle continues to offer a focused menu of burritos, tacos, burrito bowls, and salads made from fresh, high-quality raw ingredients, prepared using classic cooking methods and served in an interactive style allowing people to get exactly what they want. Chipotle seeks out extraordinary ingredients that are not only fresh, but that are raised responsibly, with respect for the animals, land, and people who produce them. Chipotle opened with a single restaurant in Denver in 1993 and now operates more than 2,300 restaurants in North America and Europe, with six located in London.

Chipotle recently launched a new online tool, Eat To Your Own Beat, which helps customers find the right combination for their personal dietary needs, focusing on 11 diets, including: gluten free, high protein, vegetarian, vegan, paleo and dairy free. The tool highlights which ingredient combinations are best and which to avoid.

CHIPOTLE RESTAURANTS IN LONDON:

49 London Wall EC2M 5TE

114-116 Charing Cross Road WC2H 0JR

101-103 Baker Street W1U 6HQ

181-185 Wardour Street W1F 8WF

334 Upper Street N1 0PB

92-93 St Martins Lane WC2N 4AP

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