Chipotle Creates Stand-Alone @What_Chipotle_Are_You Instagram Account

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34 mins ago
Chipotle took the “What _____ are you” meme to a new level with its debut this week of the @What_Chipotle_Are_You Instagram account.

A spokesperson for the restaurant chain said the inspiration came from similar accounts such as @what_frog_you_are and @whatdogyouare, adding that names are being crowdsourced for addition to the list.

Chipotle introduced the account with this post Monday on its main Instagram account.

https://www.adweek.com/brand-marketing/chipotle-creates-stand-alone-what_chipotle_are_you-instagram-account/