

Business Insider¹ investigated whether the Chipotle Mexican Grill's advertisement that they serve "A Few Things, Thousands of Ways." was true. You can go to their menu online at <http://www.chipotle.com/en-us/menu/ingredients/ingredients.aspx> and see the list of the few things to choose from:

- Choose a burrito, a burrito bowl, a crispy taco, a soft taco, or a salad.
- Choose chicken, steak, barbacoa, carnitas, or no meat.
- Choose rice or no rice.
- Choose black beans, pinto beans, or no beans.
- Choose guacamole or no guacamole
- Choose cheese or no cheese
- Choose cream or no sour cream
- Choose fajita vegetables or no vegetables
- Choose romaine lettuce or no lettuce
- Choose corn, mild, medium, hot or no salsa.

How many ways can you create a Chipotle burrito that includes steak, rice, cheese, and lettuce? At one point Chipotle made the claim that their menu offered 65,000 possibilities. Is Chipotle telling the truth with their advertising? Suggest some options they could add or subtract from their menu that would make their advertising more accurate or propose an alternative to their advertising that emphasizes the many choices their menu offers.

Be prepared to explain your work. Did you use any diagrams to understand the problem? Was there something else that you did that helped? What did you try that wasn't as useful? What were your "a-ha" moments? If you used multiplication, which type or types of multiplication situations were happening? How did you recognize the type or types? If you used a calculator or some other tool, when did you use it and how?

¹ <http://www.businessinsider.com/how-many-combinations-can-you-order-at-chipotle-2013-7>