

PATENT OWNER  
EXHIBIT 2039

Workshop Session

# Online Ordering & POS Integration:

## *Is It Worth The Trouble?*



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# Chipotle Mexican Grill

Frank Daidone  
Director of Infrastructure and  
Compliance



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# Chipotle Mexican Grill

- Burritos, Tacos, Bowls & Salads
- Approximately 850 restaurants
- Food with Integrity



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# Chipotle Mexican Grill

## Online Ordering & POS Integration: Is It Worth the Trouble?

1. Integration
2. Effort (Trouble)
3. Worth



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