

MIRACOTE® Offers "Hot" New Look for Chipotle Restaurant

The Challenge

Chipotle is a national restaurant chain of over 300 Mexican grills that is headquartered in Denver, Colorado. Due to its popularity and rapid growth, new construction and rehabilitation is constant.

projects. Included in these high profiles jobs has been the preferred MIRACOTE contractor, Avalon Concrete Design, a 20 year veteran in the decorative concrete and overlay industry.

The MIRACOTE Action

John Sellers, the owner of Avalon Concrete Design was awarded a Chipotle rehabilitation project in Euclid, Ohio in November 2003. John replaced the existing floor with the MIRACOTE SLF-D. After observ-

Project: Chipotles in Georgetown (Washington, DC)

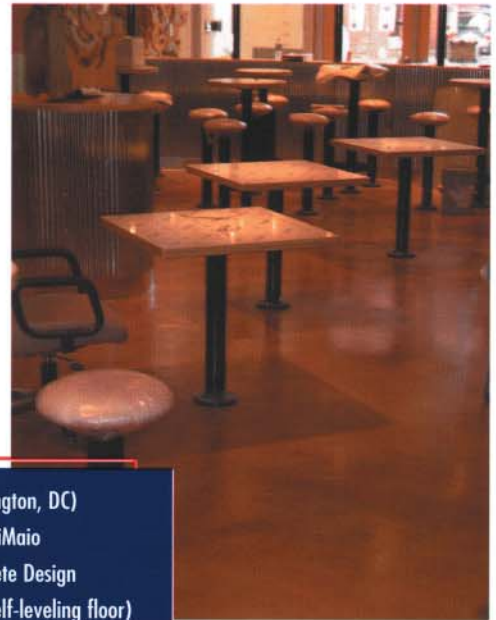
Submitted by: Jim Rowe and Joe DiMaio

Contractor: John Sellers / Avalon Concrete Design

Products Used: MIRACOTE SLF-D (decorative self-leveling floor)

ing John's superior workmanship, the Chipotle's staff recommended John for a newly constructed store in the Georgetown area of Washington, D.C.

The General Contractor for the Georgetown project is Hughes & Smith. They contacted John



Universal Primer (Liquid Catalyst cut one to one with water). The next step included applying a lift of MIRACOTE SLF-D White, sanding the surface and then spraying down two coats of Mirastain I (acid stain). After the second coat of Mirastain I

dried, the surface was neutralized and another coat of ML Primer was applied along with a final sealer coat of AL Topcoat, aliphatic polyester urethane in a matte finish.

Once again, the Chipotles staff marveled at the finished floor. MIRACOTE's Western Divisional Manager, Avalon Concrete Design and MIRACOTE products delivered exceptional quality in a hot, new look. The headquarter management team at the trend-setting Chipotle chain is extremely pleased with the results and is looking forward to continuing on the fast track with a hot look.



The Solution

Miracote's West Coast Divisional Manager has been working with the Chipotle's specification team on developing a national specification for MIRACOTE flooring products. While the national specification is still in the planning stage, the MIRACOTE team has had the opportunity to become involved with several floor

and requested a sight unseen estimate based solely upon drawings and bid documents. Once the numbers were submitted and reviewed, John was awarded the contract and work began in March of 2004. The job consisted of mechanically abrading the substrate and applying ML Primer (water based epoxy), followed by

