

Chilli

Wyman Roberts
CEO and President
Brinker International

Dear Mr. Roberts,

I hope all is well with you! I'm reaching out to suggest that Chili's update its menu by adding exciting plant-based options, such as vegan chicken. Over the last few years, I have committed myself to using my celebrity to encourage fans to embrace everyday choices that lead to a healthier lifestyle.

By introducing plant-based foods, you would attract not only vegans but also the reported "38 percent of Americans who eat meatless meals at least once per week." It would also help Chili's compete with restaurants that already offer vegan menu options, such as Yard House, which has an entire Gardein chicken section on its menu. Your current online vegetarian menu is focused on holding meat from various dishes, and vegan options are mostly limited to a few sides. But as I'm sure you'd agree, diners who want to eat plant-based foods at Chili's deserve more than a meal made up of side dishes! The addition of vegan chicken would give a little extra spice to various sections of Chili's menu, from Salads, Soups, & Chili to Sandwiches and Fajitas & Enchiladas.

I'd love to see Chili's accommodate plant-based diners and their family and friends by incorporating vegan options into its menu. What better way to win over new customers or cater to regular ones than by offering delicious and cruelty-free foods with a trademark Chili's spin? I am a fan of Chili's restaurants and am so committed to this initiative on a personal level that I'd love to work with you to help introduce and promote this new menu option to the public.

Thank you for your consideration, and I look forward to working with you to bring Chili's customers a healthier option for dining.

Sincerely,

A handwritten signature in black ink that reads "Chilli" in a cursive, stylized font. The signature is enclosed within a faint, light-colored rectangular border.

Chilli