

Chipotle faces ad attack in response to its anti-GMO promotions

The GLP aggregated and excerpted this blog/article to reflect the diversity of news, opinion and analysis.

Chipotle, the popular fast-food chain that pitches its offerings as healthy alternatives to burgers and fries, has been under attack since announcing virtually all its items would be free of [genetically modified ingredients and antibiotics](#). The non-profit Center for Consumer Freedom launched an [ad campaign](#) alleging the science behind Chipotle's "GMO-free" philosophy doesn't add up. The center is expected to release more ads this week.

"Chipotle has tried to create this health halo over the business and I don't think their stuff is any worse or any better than anybody else's Mexican food," said Richard Berman, creator of the Center for Consumer Freedom.

But some say the center itself has questionable motivations. One of the central criticisms against Berman is that corporate donations to his non-profits are anonymous. Berman insisted that the Chipotle ads were his own idea and were not funded by any other company.

Berman does admit he is asking companies for donations so he can run a broader campaign on the issue of antibiotics used in animals, which is also one of his key criticisms against Chipotle. And once again, those donations will remain anonymous.

View the CBS report: [Here](#)

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