CHIPOTLE INTRODUCES CHORIZO NATIONWIDE

After successful limited rollout, Chipotle spices up menu with chorizo in all restaurants

DENVER--(BUSINESS WIRE)--Oct. 3, 2016-- Starting tomorrow,Chipotle Mexican Grill (NYSE: CMG) will serve chorizo in all U.S. restaurants. The spicy new sausage was introduced in five markets in June.

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“The reaction to chorizo in the cities that have had it has been overwhelmingly positive, so we’re making it available in all of our restaurants across the country,” said Steve Ells, founder, chairman and co-CEO of Chipotle. “Our chorizo is made with Responsibly Raised chicken and pork, and provides a delicious new option that fits perfectly with the rest of our menu.”

Made with a blend of pork and white-meat chicken, Chipotle’s chorizo is seasoned with paprika, toasted cumin and chipotle peppers, then seared on a hot grill to give it a perfect char. Chorizo is available in burritos, tacos, burrito bowls and salads and can be combined with other signature ingredients.

The nationwide launch of chorizo comes just in time for National Taco Day, which is celebrated each year on October 4. Chipotle is excited to offer customers another delicious way to enjoy tacos on this fun national “holiday”, and throughout the entire year.

For years Chipotle has been providing fresh, Responsibly Raised ingredients grown and raised with respect for farmers, animals and the environment. This includes serving Responsibly Raised meats, ingredients that are not genetically engineered, certain organic produce items and a majority of dairy from cows raised on pasture.

For more information, please visit Chipotle.com/chorizo-info.

ABOUT CHIPOTLE

Steve Ells, founder, chairman and co-CEO, started Chipotle with the idea that food served fast did not have to be a typical fast food experience. Today, Chipotle continues to offer a focused menu of burritos, tacos, burrito bowls (a burrito without the tortilla) and salads made from fresh, high-quality raw ingredients, prepared using classic cooking methods and served in a distinctive atmosphere. Through our vision of Food With Integrity, Chipotle is seeking better food from using ingredients that are not only fresh, but that — where possible — are sustainably grown and raised responsibly, with respect for the animals, the land and the farmers who produce the food. In order to achieve this vision, we focus on building a special people culture that is centered on creating teams of top performers empowered to achieve high standards. This people culture not only leads to a better dining experience for our customers, it also allows us to develop future leaders from within. Chipotle opened with a single restaurant in 1993 and operates more than 2,000 restaurants, including 26 Chipotle restaurants outside the US and 14 ShopHouse Southeast Asian Kitchen restaurants, and is an investor in an entity that owns and operates four Pizzeria Locale restaurants. For more information, visit Chipotle.com.

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Source: Chipotle Mexican Grill

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