BOORITO IS BACK AT CHIPOTLE (WHO NEEDS CANDY?)

Customers in costume score $3 burritos and help raise $1 million to support a better food future

DENVER--(BUSINESS WIRE)--Oct. 10, 2016-- Chipotle Mexican Grill (NYSE: CMG) announced today the return of its annual Halloweencelebration, Boorito on Monday, October 31st from 3 p.m. to closing at all Chipotle locations. Customers dressed in costume will score $3burritos, bowls, salads or tacos. If you needed just a little nudge to dress up forHalloween, this should do it. Boorito fans can go all-out with complex costumes that took weeks to make or simply show up in an over-sized t-shirt carrying a couple of frozen waffles (stranger things have happened).

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“Boorito is a tradition that we started in 2000, to simply give a treat to our customers while celebratingHalloween. It’s gotten to the point that for our long-term customers, we don’t even need to mention Boorito anymore, as they’re coming in anyway knowing they’re going to have a great time enjoying the food they love, all while supporting a good cause.” said Mark Crumpacker, chief creative and development officer at Chipotle.

What started as just a fun way to celebrateHalloween has turned into a very effective fundraiser. Over the last four years, through Boorito Chipotle customers have helped raise $4 million for the Chipotle Cultivate Foundation simply by coming in dressed in costume. Proceeds from this year’s event, up to $1 million, will benefit the foundation established in 2011 to allow Chipotle to extend its commitment to creating a more sustainable food future.

This is one event that really does put the “fun” in “fundraiser” — where Chipotle customers can have good fun and good food, for a good cause. For more information about this year’s Boorito celebration, and the Chipotle Cultivate Foundation, please visit www.chipotle.com/boorito.

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 20 Chipotle restaurants outside the U.S. and 15 ShopHouse Southeast Asian Kitchen restaurants, and is an investor in an entity that owns and operates three Pizzeria Locale restaurants. For more information, visit Chipotle.com.

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