CHIPOTLE LAUNCHES GAME BASED ON POPULAR “A LOVE STORY” ANIMATED SHORT FILM

Players win free Chipotle food by matching wholesome ingredients in new online memory game

DENVER--(BUSINESS WIRE)--Oct. 11, 2016--Chipotle Mexican Grill (NYSE: CMG) announced today a new online game based on the company’s original, animated short film “A Love Story.” The game is available online and allows users to test their memory skills by matching up real Chipotle ingredients while being careful not to select the imposters (added flavor or added color cards). Anyone who plays the game will receive a mobile Buy-One/Get-One (BOGO) free entrée offer (while supplies last) redeemable at any Chipotle in the U.S. or Canada just for playing.

“A Love Story” illustrates how competition among food businesses has caused food to become increasingly processed and filled with added colors and flavors. The film –- which has been viewed more than 61 million times -- follows the story of two young entrepreneurs, Ivan and Evie, and the escalating rivalry that leads them to build competing fast food empires with vast menus and heavily processed food.

Since its release in July 2016, the film has been well received. Market researcher Ace Metrix noted that the film was the highest scoring quick-service restaurant ad it ever tested, an accomplishment made more impressive by the film’s three-minute length. Chipotle’s own research on “A Love Story” shows that 71% of consumers the company surveyed said that they would be more likely to agree that Chipotle uses high quality, whole ingredients, and 65% saying it made them more likely to trust the company.

“A commitment to real, unprocessed ingredients remains central to our mission,” saidMark Crumpacker, chief marketing and development officer at Chipotle. “This new game furthers the important themes in ‘A Love Story’ while reinforcing our commitment to sourcing the very best ingredients and preparing them using classic cooking techniques.”

Users may play “A Love Story” Match Game starting October 11. To test your matchmaking skills, visit Chipotle.com/alovestorygame and to view the original “A Love Story” film and inspiration for the game, please visit Chipotle.com/alovestory.

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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