MediaRoom

TREATING THOSE WHO TEACH: CHIPOTLE ANNOUNCES BUY ONE, GET ONE FREE OFFER FOR TEACHERS

DENVER--(BUSINESS WIRE)--Apr. 28, 2017-- In celebration of the important contributions made by teachers, Chipotle Mexican Grill(NYSE: CMG) is offering a special, one-day, buy-one-get-one (BOGO) promotion to all educators. From3:00 p.m. to close on Tuesday, May 2, 2017, Chipotle will host a Teachers' Appreciation promotion where teachers, faculty and staff at schools and universities across the country can receive a BOGO with a valid school ID.

This Smart News Release features multimedia. View the full release here: http://www.businesswire.com/news/home/20170428005079/en/

"Chipotle appreciates the educational community and all they do for their students, day in and day out," saidMark Crumpacker, chief marketing and development officer at Chipotle. "This is a small -- but tasty -- gesture from us to them to say thanks for their contributions to our classrooms and communities."

The BOGO is valid for educators and staff at all levels, including pre-school, elementary, middle and high school, university and homeschooling parents who present valid identification recognizing them as staff or support on May 2. It is available for in-restaurant orders only and is not valid for online, mobile, fax or catering. There is a limit of one free entrée item per educator customer with the purchase of an entrée item of equal or greater value.

Chipotle has long been a champion for education and literacy. The company has provided reading rewards for libraries across the United States' summer reading programs, offers tuition reimbursement to their employees and partners with Guild Education to provide discounted tuition programs for employees as well.

Earlier this year, Chipotle also unveiled "RAD Lands," an unbranded, educational video series for kids about food and where it comes from, available through Discovery Education. The program gives teachers and parents tools to educate children on the benefits of eating fresh food, the importance of caring for our environment and how to create healthy, tasty snacks.

For more information about the BOGO promotion, please visithttp://www.Chipotle.com/teacherappreciation. To learn more about Reading Rewards visit https://www.chipotle.com/reading. For more information on "RAD Lands" and how to bring it for free to schools visit http://www.radlandsinschool.com/.

ABOUT CHIPOTLE

Steve Ells, Founder, Chairman and 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, and salads made from fresh, high-quality raw ingredients, prepared using classic cooking methods and served in an interactive style allowing people to get exactly what they want. Chipotle seeks out extraordinary ingredients that are not only fresh, but that are raised responsibly, with respect for the animals, land, and people who produce them. Chipotle prepares its food using whole, unprocessed ingredients and is the only national restaurant brand that uses of added colors, flavors or other additives typically found in fast food. Chipotle opened with a single restaurant in Denver in 1993 and now operates more than 2,200 restaurants. For more information, visit Chipotle.com

View source version on businesswire.com: http://www.businesswire.com/news/home/20170428005079/en/

Source: Chipotle

Chipotle
Chris Arnold, 303-222-5912
carnold@chipotle.com

Additional assets available online: PHOTOS (1)

https://newsroom.chipotle.com/2017-04-28-treating-those-who-teach-chipotle-announces-buy-one-get-one-free-offer-for-teachers