CHIPOTLE AND FANS GEAR UP FOR FESTIVAL SEASON WITH TRIFESTA VIP SWEEPSTAKES

From May 8 – May 22, Fans Can Text to Win a Festival Package to Experience Lollapalooza, Life is Beautiful Festival and Austin City Limits Music Festival

DENVER--(BUSINESS WIRE)--May 8, 2017--Chipotle Mexican Grill (NYSE:CMG) is helping its fans get into summer festival mode with its first-ever Trifesta VIP Sweepstakes. The sweepstakes gives fans a chance to win the ultimate festival experience package: VIP passes for one winner and a guest to attend three of the nation's top music festivals: Lollapalooza, Life is Beautiful Festival and Austin City Limits Music Festival.

Starting May 8 and running through May 22, fans can text "MUSICPASS" to 888222 for a chance to win the prize package. In addition to receiving two VIP tickets to each festival - Lollapalooza (August 3 - 6 in Chicago), Life is Beautiful Festival (September 22 - 24 in Las Vegas), and Austin City Limits Music Festival (October 6 - 15 in Austin, Tex.) - the winner and one guest will also receive airfare, lodging, free Chipotle food while at the festivals and free IZZE® Sparkling Juice.

"Chipotle is a longtime supporter of music and the arts, which we brought to life through events like our Cultivate Festivals and the Cultivating Thought program," said Chris Arnold, communications director at Chipotle. "This is a fun way to continue bringing our fans into the experience and provide one lucky fan a truly memorable summer filled with great food and music."

In addition to the sweepstakes, Chipotle will be at each of the festivals, serving delicious burritos to the masses. Fans can see all rules and conditions at chipotle.com/trifesta-rules. No purchase is necessary to enter.

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 only real, whole ingredients, and is the only national restaurant brand that uses absolutely no added colors, flavors or other industrial additives typically found in fast food.Chipotle opened with a single restaurant in Denver in 1993 and now operates more than 2,300 restaurants. For more information, visit Chipotle.com.

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Source: Chipotle Mexican Grill

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