CHIPOTLE FANS REJOICE: CHIPOTLE LAUNCHES DIRECT DELIVERY SERVICE WITH FREE PROMOTION

Chipotle provides one stop shopping for customers nationwide with delivery powered by DoorDash; celebrates milestone with free delivery for a limited time

DENVER, Aug. 28, 2018 /PRNewswire/ -- Chipotle Mexican Grill (NYSE: CMG) is ending summer on a high note, launching direct delivery powered through DoorDash, which allows customers to get Chipotle delivered without ever having to leave Chipotle's app or website. And to celebrate, Chipotle fans get free delivery on any order of $10 or more for a limited time.

"Fans have long been requesting Chipotle delivery, and as part of our commitment to make it easy for our customers to get the delicious food they love when, where and how they want it, we're rolling out our own delivery service powered through DoorDash as the last mile delivery partner," said Curt Garner, chief digital and information officer at Chipotle. "We're proud to be among the first fast casual chains to offer this delivery service and are excited to kick it off with this special offer for our customers."

To celebrate the launch of Chipotle in-app delivery, free delivery will be available on all orders of $10 or more placed through the Chipotle website or app for a limited time. Chipotle customers love the ability for deep customization online, and now they can get the same level of personalization for delivery. Whether it's doing half and half proteins, light rice or extra cheese, fans can now get Chipotle delivery exactly the way they want it.

Making the Chipotle experience as accessible as possible is a top priority for the brand. Chipotle evaluated numerous delivery partners before ultimately deciding to expand its relationship with DoorDash, who is powering Chipotle's new delivery service, based on their ability to get Chipotle fans the real food they love quickly while maintaining the highest quality. Chipotle delivery is now available in all 70 markets at the over 1,800 Chipotle restaurants that DoorDash currently serves.

"We're excited to expand our momentous partnership by powering Chipotle's in-app and web delivery experience," said Christopher Payne, chief operating officer of DoorDash. "Our expanded partnership leverages our strong logistics platform, which enables Chipotle to further the brand's commitment to make its delicious food available to their customers wherever and however they want it."

The availability of this new delivery service is part of Chipotle's plan to grow its digital offerings to make the real food customers love more accessible. This latest innovation comes on the heels of several other digital enhancements and pilots including mobile shelving units and a digitally enabled second make line.

Customers can check out this new service and enjoy free delivery by visiting order.chipotle.com or the mobile app.

The free delivery offer is valid only for orders placed and fulfilled between August 27 and September 12, 2018, subject to earlier termination of the promotion at Chipotle's sole discretion. For the $10 minimum purchase requirement, taxes and gratuity are not included. Chipotle delivery is only available from participating Chipotle locations within Chipotle and DoorDash's delivery areas during normal operating hours, and menu items are subject to availability. This promotion cannot be combined with other offers or promo codes, is non-transferable, and is valid only at order.chipotle.com or on the Chipotle app and not on orders placed via third party delivery platforms. Chipotle reserves the right to modify or terminate this offer at any time without notice. Additional restrictions may apply; void where prohibited.

ABOUT CHIPOTLE
Chipotle Mexican Grill, Inc. (NYSE: CMG) is cultivating a better world by serving responsibly sourced, classically-cooked, real food with wholesome ingredients without added colors, flavors or other additives. Chipotle had more than 2,450 restaurants as of June 30, 2018 in the United States, Canada, the United Kingdom, France and Germany and is the only restaurant company of its size that owns and operates all its restaurants. With more than 70,000 employees passionate about providing a great guest experience, Chipotle is a longtime leader and innovator in the food industry. Chipotle is committed to making its food more accessible to everyone while continuing to be a brand with a demonstrated purpose as it leads the way in digital, technology and sustainable business practices. Steve Ells, founder and executive chairman, first opened Chipotle starting with a single restaurant in Denver, Colorado in 1993. For more information or to place an order online, visit WWW.CHIPOTLE.COM.

ABOUT DOORDASH
Founded in 2013, DoorDash is a San Francisco-based technology company passionate about transforming local businesses and dedicated to enabling new ways of working, earning, and living. Today, DoorDash connects customers with their favorite local and national restaurants in more than 1,000 cities across the United States and Canada. By building intelligent, last-mile delivery infrastructure for local cities, DoorDash aims to connect people with the things they care about — one dash at a time. Read more on the DoorDash blog or at www.doordash.com.

SOURCE Chipotle Mexican Grill

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