CHIPOTLE PILOTS NEW CUSTOMER LOYALTY PROGRAM

Chipotle Rewards rolls out in three test markets ahead of a national launch in 2019

NEWPORT BEACH, Calif., Oct. 1, 2018 /PRNewswire/ -- Chipotle Mexican Grill (NYSE: CMG) today announced it is piloting the company's highly anticipated new loyalty program, Chipotle Rewards. As the latest innovation in Chipotle's ongoing efforts to drive digital innovation and make the brand more accessible, the points-based loyalty system is now live in three test markets - Phoenix, Kansas City (both in Kansas and Missouri), and Columbus, Ohio.

"At Chipotle, we've been very focused on making our brand more accessible and growing love and loyalty among our customers," said Curt Garner, chief digital and information officer at Chipotle. "Now, with Chipotle Rewards, the more you Chipotle, the more you earn points towards free Chipotle."

Eligible customers in each of the three test markets can sign-up for Chipotle Rewards via the Chipotle app or on Chipotle.com. Those who enroll can earn 10 points for every $1 spent, with 1,250 points resulting in a free entrée. Offering a free entrée of choice allows customers to choose their favorite menu item without restrictions like other loyalty programs. To drive even more digital orders, for a limited time customers can earn 15 points for every $1 spent in the app and online. Chipotle knows instant gratification is important, so customers in pilot markets can also earn free chips and guac after their first purchase using Chipotle Rewards. See terms of free rewards offers at https://www.chipotle.com/rewards-terms.

Chipotle Rewards also includes a highly sophisticated, hyper personalized CRM program running behind the scenes which allows for targeted communication to drive trial, menu exploration and brand affinity.

The program is being tested via the company's new stage-gate process, which allows Chipotle to test, learn, listen to customer feedback, and iterate extensively before moving ahead with a national launch, currently slated for 2019.

"Chipotle Rewards is a critical part of our efforts to digitize and modernize the restaurant experience," added Garner. "Through this program, we can show some love to Chipotle super fans, create a true one-on-one relationship with our customers and unlock new opportunities to engage through offers and discounts – from delighting customers on their birthdays to incentivizing incremental purchases to providing rewards for engaging with the brand's mission to cultivate a better world."

Chipotle Rewards is one of many ways the company is doubling down on making the brand more accessible through digital innovation. Following the recent launch of Chipotle's direct delivery service, the company has seen steady growth in digital orders. Additionally, Chipotle has achieved industry-leading delivery times, made possible by digital pick-up shelves that help customers and delivery drivers get their food faster, as well as tech-enabled second-make lines that allow employees to quickly prepare fresh entrees as digital orders are placed.

For more information visit Chipotle.com/rewards.

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.

SOURCE Chipotle Mexican Grill

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