CHIPOTLE CELEBRATES NATIONAL PLANT A SEED DAY WITH "HOME GROWN CHIPOTLE" GARDEN BOXES

Proceeds donated to Big Green to build a healthier future for kids by connecting them to real food

NEWPORT BEACH, Calif., March. 19, 2019 /PRNewswire/ -- Chipotle Mexican Grill (NYSE: CMG), announced that its exclusive "Home Grown Chipotle" boxes will be available for purchase online here for a limited time starting tomorrow, March 20, on National Plant a Seed Day. Each Home Grown Chipotle box includes seeds, supplies and instructions for six vegetables integral to Chipotle's menu: cilantro, tomato, pinto beans, jalapeño pepper, bell pepper and onion.

Committed to sourcing locally, Chipotle proudly purchased 29 million pounds of produce from local growers in 2018 alone and encourages consumers to test their own farming abilities at home. Whether your backyard is a sliver of sunshine on a windowsill or a plot of grass off a patio, the Home Grown Chipotle boxes provide an opportunity to interact with the brand in a new and hands-on manner.

"One of the things that makes Chipotle so unique is the dedication we have to real ingredients that are prepared fresh daily and sourced responsibly," said Caitlin Leibert, Sustainability Director at Chipotle. "We believe a strong connection to where your food comes from, and how it was raised, helps create a healthier lifestyle and ultimately, cultivates a better world. The Home Grown Chipotle boxes are perfect for Plant a Seed Day and represent what is celebrated in our restaurants daily."

All proceeds from Home Grown Chipotle sales will be donated to Big Green, a 501(c)(3) non-profit organization that aims to build a healthier future for kids by connecting them to real food through a nationwide network of Learning Gardens and food literacy programs. Chipotle will also be hosting local fundraisers tomorrow in the seven markets where Big Green works: Chicago, Denver, Detroit, Indianapolis, Los Angeles, Memphis, and Pittsburgh. 33% of all proceeds from customers who mention the fundraiser when dining at a Chipotle in these markets will go directly to Big Green.

Chipotle's involvement with National Plant a Seed Day follows the launch of its latest menu innovation, Plant-Powered Vegan and Vegetarian bowls. Additionally, "Behind the Foil," the brand's most recent ad campaign focuses on the transparency of its kitchens, real ingredients, farming partners and the culinary skills of its employees.

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 artificial colors, flavors or preservatives. Chipotle had nearly 2,500 restaurants as of December 31, 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 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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