CHIPOTLE CELEBRATES CINCO DE MAYO WITH FREE DELIVERY AND A TIKTOK HASHTAG CHALLENGE

Fans can participate in the hashtag challenge with #ChipotleLidFlip on TikTok featuring real food in videos that are real short

NEWPORT BEACH, Calif., May 3, 2019 /PRNewswire/ -- Chipotle Mexican Grill (NYSE: CMG) today announced that its Cinco de Mayo festivities will include free delivery so that those celebrating can focus on the fun and enjoy Chipotle delivered straight to their door. This means $0 delivery fees on May 5 on all orders $10 or more via the Chipotle app, Chipotle.com and through DoorDash.

Additionally, Chipotle is launching its first campaign on TikTok, the leading app for short-form mobile videos. Chipotle is the first fast-casual brand to partner with TikTok for a hashtag challenge in the United States.

In January, Daniel Vasquez of Frederick, Maryland caught the attention of Chipotle fans when he flipped a lid to seal the deal on a burrito bowl while working on the Chipotle line. Now, Chipotle is challenging fans to replicate this signature move and join in on the TikTok hashtag challenge by using #ChipotleLidFlip from May 5 to May 10. YouTuber David Dobrik is already game to share his lid flip on the app.

"Chipotle is able to connect with people through food, but we're also able to connect with people through culturally relevant moments and platforms," said Chris Brandt, Chief Marketing Officer of Chipotle. "We are excited to engage with some of our biggest fans in a new way and are thrilled to be the first fast casual brand in the U.S. to work with TikTok on a hashtag challenge."

Free delivery offer is valid only for orders placed and fulfilled onMay 5, 2019 from participating Chipotle locations within Chipotle and DoorDash's delivery areas, during normal operating hours for such locations. Maximum order size for free delivery is $200, excluding tax. Deliveries are subject to availability. Redemptions of Chipotle Rewards may be included in a qualifying delivery order but do not count towards satisfaction of minimum purchase requirements; the offer cannot otherwise be combined with other offers or promo codes and is non-transferrable. No adjustments to previous purchases. Valid only at order.chipotle.com, on the Chipotle app or via DoorDash; not valid on orders placed via other 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 artificial colors, flavors or preservatives. Chipotle had approximately 2,500 restaurants as of March 31, 2019, 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

For further information: Laurie Schalow, (949) 524-4035, Lschalow@chipotle.com

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