CHIPOTLE KICKS OFF NATIONAL VEGETARIAN AWARENESS MONTH WITH MEATLESS MONDAY PERKS FOR REWARDS MEMBERS

Members of Chipotle's loyalty program can also cash in on 150 bonus points for ordering a vegetarian entrée today in celebration of World Vegetarian Day

NEWPORT BEACH, Calif., Oct. 1, 2019 /PRNewswire/ -- Chipotle Mexican Grill (NYSE: CMG) announced that it's offering 150 bonus points on vegetarian and plant-powered orders for veggie-loving Rewards members every Monday through October, National Vegetarian Month. Chipotle Rewards members can also redeem this offer today, World Vegetarian Day.

In addition to Chipotle's already customizable menu, the brand also offers preconfigured meatless menu items to make ordering effortless. The "Vegan" bowl features Sofritas®, while the "Vegetarian" bowl packs plenty of protein – Chipotle's infamous guac included. These Plant-Powered bowls are the first extensions in the brand's Lifestyle Bowl offering, which launched earlier this year with Keto, Paleo, Whole30® and double protein diet-approved menu options.

In 2014, Chipotle introduced Sofritas, a delicious organic plant-based protein that is shredded and smothered in a blend of spices including poblano pepper, cumin and chipotle chile. Now, the plant-based protein has become a fan favorite as Chipotle sold 14 million entrees with Sofritas in 2019 to date on top of 27 million vegetarian entrees sold.

"Our digital-first customers understand that the more you Chipotle, the more you can get free Chipotle so we're continuing to find creative ways to celebrate and reward them," said Tressie Lieberman, Vice President of Digital and Off-Premise at Chipotle Mexican Grill.

While Chipotle's veggie perks are national this month, there are a couple states that have already been extra veggie-forward.

- Vermont has the highest rate of both vegetarian and Sofritas entrées ordered
- Oregon is in a close second with vegetarian entrées ordered, whileUtah is second in the Sofritas category

Offer valid on 10/1/2019 as well as each Monday in October 2019, for 150 Chipotle Rewards bonus points with the purchase of a vegetarian or Sofritas entrée at a participating Chipotle restaurant or using the Chipotle mobile app or online ordering system. Maximum one eligible transaction per day. Presentation of valid Chipotle Rewards account required in order to earn the offer. Redemption is subject to availability. May not be combined with other coupons, promotions or special offers. Not valid on catering orders. Additional restrictions may apply; void where prohibited. See full Chipotle Rewards program terms here.

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 over 2,500 restaurants as of June 30, 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 80,000 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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