CHIPOTLE INTRODUCES RESPONSIBLY SOURCED APPAREL COLLECTION, INCLUDING UPCYCLED AVOCADO DYED LINE

Chipotle Rewards members will receive first access to the charitable line

NEWPORT BEACH, Calif., Aug. 3, 2020 /PRNewswire/ -- Chipotle Mexican Grill (NYSE: CMG) today announced it is launching Chipotle Goods, which includes a responsibly sourced apparel collection made with organic cotton, and branded accessories available exclusively for Chipotle Rewards members. The collection will feature an open-looped line of Chipotle apparel, dyed with upcycled avocado pits from its restaurants as well as branded unisex gear. All profits from the collection will go toward supporting organizations that are focused on making fashion or farming more sustainable.

Today Chipotle Rewards' 15 million members will have first access to the collection by using a special password shared via email. The Chipotle Goods line will be available for the public beginning August 4. To shop the entire Chipotle Goods collection, fans can visit: ChipotleGoods.com.

A longstanding advocate for social responsibility, Chipotle has supported organic cotton farmers through uniform purchases since 2012, making it one of the largest buyers of Global Organic Textile Standard (*GOTS*) cotton in the U.S. Chipotle is also one of the largest restaurant purchasers of avocados in the world and is now blending these two ingredients to create a fashionable line of goods. Chipotle, known for its famous six ingredient guac recipe, is left with nearly 300 million avocado pits per year in its restaurants. The company is now upcycling leftover pits from select restaurants to create several natural avo dyed goods. An ink is created when the pits are simmered in water, creating a sustainable, plant-based dye varying in color, that ultimately results in customized apparel and accessories for the brand. Each unique piece from the avo dyed collection requires five avocado pits, equivalent to five orders of guac, depending upon the season and size of the fruit.

"We know people are looking to celebrate their passion for Chipotle, and we set out to create a line of products with the same thoughtfulness, care, and attention to detail that we use in our kitchens," said Chris Brandt, Chief Marketing Officer. "With Chipotle Goods, our fans can get quality items that support sustainable agriculture and represent our mission of cultivating a better world."

Fans can now look as fresh as Chipotle's real ingredients in the versatile collection. Many items in the collection have been created by Loomstate, Chipotle's uniform partner, using materials that reduced waste and water. The collection features subtly branded details like avocado lined jean jackets or more bold options such as customizable graphic tees, which allows fans to select their ingredients as they do in the restaurant. The line is focused on size inclusivity, gender neutral pieces and features unisex sizing on most products. By purchasing apparel made with organic cotton from Loomstate for its Goods collection Chipotle expects to prevent the use of a significant amount of synthetic pesticides. Loomstate estimates that in 2019 alone, Chipotle's purchase of employee uniforms made with organic cotton prevented approximately 1.7 million pounds of synthetic pesticides from being used.

Chipotle Goods Collection includes:

- Avocado dyed t-shirts, sweatshirts, and tote bags
- Custom Order T-shirts where fans can customize their go-to Chipotle order ingredient by ingredient
- Pocket and statement T-shirts
- Billboard and side-zip Long Sleeves
- Sweatshirts
- Jean Jackets
- Leggings
- Bomber Jacket
- Hats
- Foil Weekender and Gym Bag
- Reusable Chipotle Lunch Bag
- Baby Onesie
- Baby Blanket
- Phone Case
- Water Bottles
- Classic Tote
- Camisole
- Button-up Shirt
- Sock Sets

Chipotle Goods on Depop

As a bonus, on Wednesday, August 5, Chipotle will team up with celebrity superfans to host a special pop-up shop on popular resale site, Depop. Digital stars Natalie Mariduena (@natalinanoel), SpencerX (@iamspencerx), and DevonOnDeck (@devanondeck) will drop customized Chipotle Goods on Depop throughout the day.

Fans can visit Chipotle's Depop site for more updates:
www.depop.com/chipotle

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 2,650 restaurants as of June 30, 2020, 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 91,000 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 former 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, Inc.

For further information: Erin Wolford, (949) 524-4035, MediaRelations@chipotle.com

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Additional assets available online: PHOTOS (1) VIDEO (1)

https://newsroom.chipotle.com/2020-08-03-Chipotle-Introduces-Responsibly-Sourced-Line-Of-Goods-Including-Upcycled-Avocado-Dyed-Apparel