Chipotle Unveils A Cozy Capsule Of Holiday Goods

New hoodies, joggers, beanies, and pajama sets are available for fans to snuggle up with this winter

NEWPORT BEACH, Calif., Dec. 7, 2020 /PRNEWSWIRE/ -- Chipotle Mexican Grill (NYSE: CMG) today announced it is launching its Holiday Goods line for the winter season. The collection includes comfy and trendy loungewear featuring minimalist Chipotle branding and made with 100% organic cotton.

The New Drop

- Chipotle Hoodies
  - HTTPS://CHIPOTLEGOODS.COM/COLLECTIONS/CHIPOTLE-GOODS/PRODUCTS/CH-G20U922-SS?VARIANT=37691569963202
- Chipotle Joggers
  - HTTPS://CHIPOTLEGOODS.COM/COLLECTIONS/CHIPOTLE-GOODS/PRODUCTS/CH-G20U916-SS?VARIANT=37691401699522
- Chipotle Thermal Beanies
  - HTTPS://CHIPOTLEGOODS.COM/COLLECTIONS/CHIPOTLE-GOODS/PRODUCTS/CH-G20U0020-HOL?VARIANT=37692091203778
- Chipotle Pajama Set
  - Top
    - HTTPS://CHIPOTLEGOODS.COM/COLLECTIONS/CHIPOTLE-GOODS/PRODUCTS/CH-G20U705-PJT?VARIANT=37691564523714
  - Bottom
    - HTTPS://CHIPOTLEGOODS.COM/COLLECTIONS/CHIPOTLE-GOODS/PRODUCTS/CH-G20U916-PJB?VARIANT=37691565441218

These new threads are the perfect items to lounge in as fans enjoy their favorite Chipotle meals, which might be different than last year.

"Given all we've been through in 2020, this new line of Goods is the perfect way to do more of what we did best this year – staying inside and getting comfortable," said Chris Brandt, Chief Marketing Officer. "We saw similar trends in our food as well, as digital orders have grown by more than 200% and our customers have eaten more 'comfort' foods with steak, burritos and Queso Blanco seeing major gains in 2020."

Fans can also grab Chipotle's 2020 wrapping kit featuring three different Chipotle-themed wrapping paper designs to add a fresh touch to all their holiday gifts:

HTTPS://CHIPOTLEGOODS.COM/COLLECTIONS/CHIPOTLE-GOODS/PRODUCTS/CH-F20AGFTBNDL?VARIANT=37698469036226

All profits from the Holiday Goods collection will go toward supporting organizations that are focused on making fashion or farming more sustainable.

Refreshed and Restocked

In August, Chipotle introduced Chipotle Goods, its first line of branded apparel which included responsibly sourced items like the open-looped avocado dye line that uses real avocado pits from Chipotle restaurants. For the upcoming holidays, Chipotle has restocked some of its Chipotle Goods items, including the previously sold out Natural Avocado Dye Tee.

Holiday Gift Cards

Chipotle holiday-themed egift cards are the perfect virtual stocking stuffer for the burrito-lovers on your list. Over the past year, Chipotle's egift card sales have nearly tripled as consumers have

increasingly pivoted to digital. Fans can learn more and purchase Chipotle holiday egift cards by visiting:

HTTPS://CHIPOTLESTORE.WGIFTCARD.COM/RESPONSIVE/PERSONALIZE_RESPONSIVE/CHOOSEDESIGN/CHIPOTLE_RESPONSIVE/1

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 2,700 restaurants as of September 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 94,000 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.

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Additional assets available online: PHOTOS (1)

HTTPS://NEWSROOM.CHIPOTLE.COM/2020-12-07-CHIPOTLE-UNVEILS-A-COZY-CAPSULE-OF-HOLIDAY-GOODS?PAGEID=20303