Chipotle IQ IS BACK WITH 500,000 BOGOs FOR Brand Scholars

Chipotle to give away 100,000 BOGOs each day over five days and offer fans the chance to win a limited edition $500 gift card via an extra credit question

NEWPORT BEACH, Calif., Aug. 22, 2022 /**PRNEWSWIRE**/ -- Chipotle Mexican Grill (NYSE: CMG) today announced it is bringing back Chipotle IQ, a trivia game that tests fans' knowledge of Chipotle's ingredients, leading food standards, fresh preparation, culinary techniques, sustainability efforts, and community engagement. This year's game will give Chipotle superfans the chance to win one of 500,000 BUY-ONE-GET-ONE (BOGO) offers.

Each day this week at 9am PT, Chipotle will offer BOGOs to the first 100,000 fans who score a 10 out of 10 on Chipotle IQ. Fans with a perfect score will unlock an extra credit question, and if answered correctly, they will be entered to win one of 50 limited edition, stainless steel $500 Chipotle gift cards.

Ready to test your knowledge? Fans can visit **WWW.CHIPOTLEIQ.COM**.

Chipotle IQ features multiple choice, true or false questions, and write-in answers. Fans will have an unlimited number of tries to get a perfect score.

"Just in time for back to school, we're relaunching Chipotle IQ to recognize our true brand experts," said Chris Brandt, Chief Marketing Officer. "The test has always generated incredible fan engagement, and we're excited to introduce an entirely new set of questions and an extra credit challenge for 2022."

Chipotle IQ's Debut
This is the third edition of Chipotle IQ. Chipotle first launched the trivia challenge in August of 2020 to massive fanfare. The 250,000 BOGO offers reserved for players who scored a perfect 10 out of 10 on the test were all awarded less than four hours after the game went live.

NO PURCHASE NECESSARY. Open to legal residents of the 50 U.S. & D.C. who are 13 years of age or older (minors must have parental consent). Contest & Promotion Period: 08/22/22 at 12:01 a.m. PT – 08/26/22 at 11:59 pm PT. **To enter the Contest**, visit **HTTPS://WWW.CHIPOTLEIQ.COM** and play the Chipotle IQ Trivia Game during an "Entry Period"; 100,000 prizes available per entry period; Limit one (1) prize per person and phone number. **To enter the Sweepstakes**, visit **HTTPS://WWW.CHIPOTLEIQ.COM** and play the Chipotle IQ Trivia Game; 50 prizes available; Limit one (1) prize per person and phone number. Mobile phone with text message plan required to claim prize. See Official Rules at **WWW.CHIPOTLEIQ.COM/RULES** for additional eligibility restrictions, prize descriptions/restrictions/ARV's, and complete details. Sponsor: CMG Strategy Co., LLC.

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 3,000 restaurants as of June 30, 2022, 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. Chipotle is ranked on the Fortune 500 and is recognized on the 2022 list for Fortune's Most Admired Companies. With over 100,000 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. 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

Additional assets available online: