CHIPOTLE'S 'LOVE WHAT MAKES YOU REAL' CAMPAIGN RETURNS FOR PRIDE MONTH AND BEYOND

- Chipotle is offering a limited-edition crew uniform option featuring the 'Love What Makes You Real' tagline to highlight allyship and acceptance in its restaurants
- The company is also launching a line of pride merchandise benefiting GLAAD
- Chipotle will continue its tradition of participating in Pride parades with activations in Columbus, Ohio, Orange County, Calif., Toronto, Vancouver and Calgary

NEWPORT BEACH, Calif., May 29, 2024 — Today Chipotle Mexican Grill (NYSE: CMG) reintroduced its 'Love What Makes You Real' campaign supporting the company's LGBTQIA+ team members and guests in honor of Pride Month in June and LGBT History Month in October.

Authenticity Lives Here, Year-Round
Recent survey results reported that LGBTQIA+ identification in the U.S. continues to grow, reaching an all-time high of 7.6% in 2023, with more than one in five Gen Z adults identifying as LGBTQIA+*. Currently, 73% of restaurant team members across Chipotle are Gen Z.

For more than two decades, Chipotle has celebrated Pride and championed a culture of inclusivity for all employees. 'Authenticity Lives Here' is a core value at Chipotle so the brand is making it easy for crew to show their pride with limited-edition 'Love What Makes You Real' uniform shirts. Starting June 3, Chipotle will give away the Pride uniform option to the first 500 restaurant employees in the U.S. and Canada who enter on the link in the bio of the @PEOPLEOFCHIPOTLE Instagram account**.

"As a company that has long embraced diversity and inclusion, we recognize the importance of creating a safe and welcoming environment where all guests, employees and restaurant team members can be their real, authentic selves," said Ilene Eskenazi, Chief Human Resources Officer. "Cultivating a better world requires a year-round commitment from all of us."

Chipotle Pride Continues
To celebrate Pride throughout the year, Chipotle will have a major presence at the Pride parade in Orange County, Calif., and march in Columbus, Ohio, where the company's two Restaurant Support Centers are located.

Employees will walk alongside 'Love What Makes You Real' trolleys at Stonewall Columbus Pride on June 15 and OC Pride in Costa Mesa on October 5. Fans who spot Chipotle's activation along the parade routes will have a chance to score limited-edition pride merchandise.

The Pride Edit Returns to Chipotle Goods
Chipotle is inviting fans to showcase their pride and allyship with 'Love What Makes You Real' merchandise, designed in partnership with its PRIDE Employee Resource Group.

Starting June 1 and while supplies last, Chipotle will offer 'The Pride Edit' on Chipotle Goods featuring inclusive merch in rainbow colorways, to help team members and fans celebrate the LGBTQIA+ community. For each item of 'The Pride Edit' sold, Chipotle will donate $10 to GLAAD, with a minimum donation of $5,000 and a maximum donation of $25,000.

Fans can explore and shop The Pride Edit HERE.

Round Up for Real Change
From June 1 through June 16, guests in the U.S. can round-up their order total to the next highest dollar amount on the Chipotle app and Chipotle.com to support GLAAD, a non-profit organization focused on LGBTQ advocacy and cultural change***. Guests in Canada can round-up their order total to support Egale Canada throughout June. Egale works to improve the lives of Two Spirit, lesbian, gay, bisexual, trans, queer and questioning, and intersex (2SLGBTQI) people through research, education, awareness, and legal advocacy. To date, Chipotle has raised more than $18 million for underserved communities through its Round Up for Real Change platform.

A Continued Commitment to Its Employees
Chipotle empowers its workforce by investing in the well-being of its employees and their families with world-class benefits like access to mental health care through employee assistance programs. Further resources include enhanced paid parental leave for adoptive parents, same-sex couples, and paternity leave, as well as covered care and surgical services for transgender employees. Chipotle recently received a 100 score on the Human Rights Campaign Foundation's Corporate Equality Index, which highlights the best workplaces for LGBTQIA+ equality.

*Source: Gallup

**Sizes and quantities limited; one shirt per employee. Offer may be canceled at any time, void where prohibited.

***Customer support for GLAAD via Round Up for Real Change will be additional to Chipotle's commitment to donate a minimum of $5,000 and maximum of $25,000 in connection with 'The Pride Edit' merchandise.

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. There are nearly 3,500 Chipotle restaurants in the United States, Canada, the United Kingdom, France, Germany, and Kuwait and it is the only restaurant company of its size that owns and operates all its restaurants in North America and Europe. Chipotle is ranked on the Fortune 500 and is recognized on Fortune's Most Admired Companies 2024 list and Time Magazine's Most Influential Companies. With over 120,000 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.

Additional assets available online: PHOTOS (1)

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