

CHIPOTLE EXTENDS CELEBRITY STATUS TO BRAND SUPERFANS, OPENS SUBMISSIONS FOR CELEBRITY CARD ON SOCIAL MEDIA

- For more than 20 years, Chipotle's iconic Celebrity Card has been primarily gifted to brand superfans who are athletes, artists, musicians, or influencers
- At a time when social media and the speed of culture are redefining who is considered a celebrity, Chipotle is giving all fans the chance to receive a coveted Chipotle Celebrity Card
- From June 25 through July 3, fans can apply to become a Chipotle Celebrity Card holder via social media*
- Chipotle Celebrity Cards grant holders access to free Chipotle meals and catering for one year

NEWPORT BEACH, Calif., June 24, 2024 /PRNewswire/ -- Chipotle Mexican Grill (NYSE: CMG) today announced that it is accepting submissions for its coveted Celebrity Card on social media.

Over the past two decades, Chipotle's Celebrity Card has been presented to notable figures who have publicly expressed their passion for Chipotle, but now the brand is accepting submissions from all superfans to participate.

How to Get a Celebrity Card

1. Through July 3, Chipotle fans can share a piece of content to persuade Chipotle why they should become a Celebrity Card holder via TikTok, Instagram and X and tag #CelebCardContest. Chipotle wants fans to get creative --the content can be anything from a video to a photo, a poem, an original song, artwork, or other creative content. At the end of the contest, up to five submissions will be selected by Chipotle.
2. On July 12, Chipotle will contact the winners via email to coordinate their Celebrity Card delivery.
3. Celebrity Card holders have access to one free Chipotle meal per day including chips, a side and drink for one year, plus one catering order for up to 50 people during the year*

"There's always been a special mystique around the Chipotle Celebrity Card. Given that the word 'celebrity' comes from 'celebrate,' we realized there is no group more deserving of a celebration than our everyday superfans," said Chris Brandt, Chief Brand Officer at Chipotle. "We are expanding on what it means to be a Chipotle celebrity and relaunching the program to deepen our connections with our most devoted guests."

The Allure of the Chipotle Celebrity Card

In 2003, a musician turned television star raved about Chipotle on his family's reality television show, prompting Chipotle to issue its first-ever Celebrity Card. Since then, Chipotle has been known to surprise and delight notable superfans who organically share their love of the brand with Celebrity Cards. While the terms of the program have long been a mystery, Chipotle has received thousands of requests for cards from guests on social (see [HERE](#), [HERE](#), [HERE](#)). As a brand that practices radical transparency with its real ingredients, Chipotle is peeling back the foil on its Celebrity Card program and giving fans an unprecedented opportunity to join the exclusive roster and get access to free Chipotle.

* NO PURCHASE NECESSARY. Open to legal residents of the 50 U.S. & D.C. who are 18 years of age or older. Contest Period: 06/24/24 at 9:00 a.m. PT – 07/3/24 at 11:59 pm PT. Five prizes available; Limit one (1) prize per person. See Official Rules at [HTTPS://WWW.CHIPOTLE.COM/CELEB-CARD](https://www.chipotle.com/celeb-card) 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. 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.

SOURCE Chipotle Mexican Grill

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<https://newsroom.chipotle.com/2024-06-24-CHIPOTLE-EXTENDS-CELEBRITY-STATUS-TO-BRAND-SUPERFANS,-LAUNCHES-CARD-APPLICATION>