CHIPOTLE QUENCHES SUMMERTIME THIRST WITH NEW BEVERAGE LINEUP

- The brand unveils its refreshed ready-to-drink beverage lineup featuring poppi, Open Water, and Coke Zero

NEWPORT BEACH, Calif., July 22, 2024 —Chipotle Mexican Grill (NYSE: CMG) today announced a new lineup of ready-to-drink beverage offerings, including poppi, Open Water, and Coke Zero. The new beverages are available now at all Chipotle restaurants in the U.S. for dine-in, takeout, and delivery.

In 1993, Chipotle disrupted the restaurant industry with the belief that food served fast did not need to be traditional fast food. Chipotle's high-quality ingredients, classic culinary techniques, and chef-driven menu revolutionized casual dining in the U.S. Four years ago, Chipotle introduced the brand's first national philanthropic product introduction: Beverages with Integrity. Chipotle proudly serves non-GMO, all-natural and certified organic Aguas Frescas and Lemonades from farmer-created Tractor Beverage Co., with five percent of Chipotle's profits from its sale of these beverages being donated to causes that support farmers.

Better For You: Low And No Sugar Sodas
Now, with a continued focus on expanding its better for you beverage offering, Chipotle is partnering with a fellow innovator, poppi, culture's favorite soda, to provide both Strawberry Lemon and Orange canned sodas at Chipotle restaurants nationwide. With only five grams of sugar and 25 calories or less per can, poppi combines real fruit and prebiotics to create delicious, refreshing sodas for guilt-free enjoyment.

Chipotle's culinary team curated perfect entrée pairings for the new poppi offerings that complement the flavors of the restaurant's real, fresh ingredients:

- poppi Strawberry Lemon
    - Chicken Salad with roasted chili-corn salsa, fajita veggies and chipotle-honey vinaigrette
        - *Tasting notes*: The sweet strawberry and tangy lemon notes of poppi Strawberry Lemon enhance the freshness of the salad and complement the swicy flavor of Chipotle's fan-favorite chipotle-honey vinaigrette.
- poppi Orange
    - Steak Quesadilla with sides of guac, cilantro-lime white rice and fresh tomato salsa
        - *Tasting notes*: The savory adobo seasoning on Chipotle's steak stands out when paired with the bright citrus flavor of poppi Orange.

Additionally, sugar conscious guests can now find bottled Coke Zero at Chipotle.

Better For The Planet: Aluminum Water Bottles
As a company committed to Cultivating a Better World, Chipotle is thrilled to partner with Open Water, a female-owned and LGBTQIA+ founded and led business, to remove plastic water bottles from its U.S. restaurants. In 2022, nearly 16 billion gallons of bottled water were sold in the U.S.* Now, fans can help Chipotle and Open Water drive meaningful change with Open Water's recyclable, Climate Neutral certified, and reusable 16-ounce aluminum bottled water. A portion of Open Water's revenue from its sales to Chipotle will be donated to regenerative agriculture projects that support the health of coastal waters. Chipotle is Open Water's largest restaurant partner, bringing plastic free water bottles to nearly 3,500 restaurants nationwide.

"The perfect drink pairing can truly enhance the flavor of your go-to Chipotle meal," said Stephanie Perdue, Vice President of Brand Marketing. "We've refreshed our ready-to-drink beverage assortment to complement our existing lineup and appeal to our guests' love of unique flavors and sustainable, healthy mindsets."

*Source: Statista

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.

About poppi
poppi is a prebiotic soda brand revolutionizing soda for the next generation. Founded by husband-and-wife duo Stephen and Allison Ellsworth, Austin, TX-based poppi combines fruit juice and prebiotics to create a deliciously refreshing, mouthwatering soda with 5 grams of sugar or less and 25 calories or less. What started as a home-brewed concoction quickly became a farmers' market favorite, and now, poppi is available at major retailers nationwide. poppi's brand-first approach, cultural cache, and rapid growth has nurtured an incredibly loyal fan base. poppi is available in 13 delicious flavors – Strawberry Lemon, Raspberry Rose, Orange, Ginger Lime, Watermelon, Cherry Limeade, Grape, Wild Berry, Classic Cola, Root Beer, Doc Pop, Lemon Lime and Orange Cream. For more information, visit drinkpoppi.com, or follow @drinkpoppi on Instagram and TikTok.

About Open Water
We are a water brand that exists to eliminate ocean plastic pollution and have eliminated the need for over 100 million plastic bottles. Open Water has a network of bottling locations, allowing us to source our still and sparkling water increasingly locally, as part of our Local Everywhere™ initiative. Our waters are packed in 12-ounce cans, 16-ounce Tallgirl Cans™, and refillable 16-ounce aluminum bottles, all of which are 100% recyclable and Climate Neutral. Open Water donates 1% of every sale to ocean conservation projects through its Sea Change Grants program. The company is also a certified Women-Owned business (WBENC) and certified Climate Neutral brand.

Additional assets available online: PHOTOS (3)

https://newsroom.chipotle.com/2024-07-22-CHIPOTLE-QUENCHES-SUMMERTIME-THIRST-WITH-NEW-BEVERAGE-LINEUP