CHIPOTLE ANSWERS THE CALL FROM FOOTBALL FANS AND INTRODUCES "EXTRA SUNDAY" ON FEBRUARY 10, FEATURING FREE GUAC AND QUESO BLANCO FOR CHIPOTLE REWARDS MEMBERS

- More than 40% of employed Americans think the Monday after the men's professional American football championship should be a national holiday in the U.S.[1]
- In response, Chipotle will give Monday, February 10 the holiday treatment with its "Extra Sunday" offer featuring the brand's biggest free Guac and Queso Blanco offer ever for Chipotle Rewards members.[2]
- The brand will also bring extra spice to gameday on Sunday, February 9, dropping up to 50,000 free entrée codes[3] via X and Instagram every time something "extra" happens during the championship game.

NEWPORT BEACH, Calif., Jan. 28, 2025 /PRNewswire/ -- Chipotle Mexican Grill (NYSE: CMG) today announced a new holiday called "Extra Sunday" as an ode to football fans' desire to have the day after the men's professional American football championship game off from work.

"Extra Sunday" Means Extras Aren't Extra at Chipotle
On Monday, February 10, Chipotle Rewards members can score a free Guac and Queso Blanco offer with the purchase of any entrée, available exclusively on the Chipotle app and Chipotle.com with promo code "EXTRA25."[2] This holiday offer is the brand's first promotion that will give Chipotle fans the chance to get both free Guac and free Queso Blanco at the same time.

"Extra Sunday" is inspired by a large swath of Americans campaigning to make the Monday following football's highest profile event a national holiday. In 2024, an estimated 16.1 million U.S. employees planned to miss work the day following football's championship game,[4] taking it upon themselves to create an unofficial holiday.

In-Game Activation: Celebrating All Things Extra
Chipotle is also bringing extra spice to game day with a special activation that will reward up to 50,000 free entrees to fans watching the championship game.

How It Works

1. When something "extra" happens during the 2025 professional American football championship game, Chipotle will drop a text-to-claim code[3] via a tweet from @ChipotleTweets on X and a story from @Chipotle on Instagram.

Examples of "extra" events include:

- The team on offense converts on a fourth down play.
- The team on offense successfully kicks an extra point.
- The team on offense scores a two point conversion.
- Any other event that takes place during the game which Chipotle determines is an "extra" event.

2. The first fans to text the designated code to 888-222 will receive a free entrée code[3] from Chipotle, up to the maximum number in each post. The brand will give away up to 50,000 entrees during the game. Ordinary text and data rates will apply.

"Football's most watched game is the perfect stage for over-the-top moments, and we're here to make it even more extra with free Chipotle," said Chris Brandt, Chief Brand Officer, Chipotle. "We're giving fans something to celebrate when the game is over – free Guac and Queso Blanco – on 'Extra Sunday.'"

Real Food for Real Football Fans
Chipotle established its Real Food for Real Athletes platform to help athletes across all levels perform their best with proper nutrition through real ingredients. For years, Chipotle has fueled collegiate and professional football players throughout the season, and "Extra Sunday" is here to fuel the fans. The brand aims to bring together fans from opposing teams with the universal appeal of free Chipotle.

This promotion is not affiliated with or authorized, endorsed, or sponsored by the National Football League, any of its affiliates or any NFL team or personnel, or by X or Instagram.

1 – Source: UKG Workforce Institute: A Super Bowl Holiday? I Wouldn't Bet On It
2 – Offer valid for Chipotle Rewards members only, for free small side or entrée topping of guac and/or queso with full-priced entrée purchase and use at time of order of code EXTRA25. Limit one free serving of each of guac and queso per order; redemption is subject to availability. Must be ordered via Chipotle website or mobile apps only; not available on in-restaurant orders or orders via third-party delivery platforms. Valid February 10, 2025 only, at participating Chipotle Mexican Grill

restaurants in the U.S. and Canada during regular business hours. May not be combined with other coupons, promotions, or special offers. Void where prohibited; additional restrictions may apply.
3 – U.S./DC residents 13+ only. Entrée codes are one-time use, and are valid for one free regular-priced entrée item, only for orders at participating U.S. Chipotle restaurants when ordering via the Chipotle mobile app or online at Chipotle.com. Extra-cost items and kids' meals not included. Redemption is subject to availability. May not be combined with other coupons, promotions, or special offers. Not valid on catering or orders on third party delivery platforms. See www.chipotle.com/extra-sunday for full details.
4 – Source: UKG Workforce Institute: An Estimated 16.1 Million U.S. Employees toMiss Work Super Bowl Monday, Millions More Plan to Show Up Late:

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 over 3,600 restaurants as of September 30, 2024, 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 125,000 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 Chipotle.com.

SOURCE Chipotle Mexican Grill, Inc.

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