CHIPOTLE AIMS TO HIRE FUTURE BILLION DOLLAR BUSINESS LEADERS IN NEW "BURRITO SEASON" HIRING PUSH

- Chipotle is looking to hire 20,000 additional employees for its upcoming "Burrito Season," the company's busiest time of the year running from March to May.
- Crew members at Chipotle can advance to a Restaurateur in as little as three and a half years, with a total potential compensation package of approximately $100,000 while leading a multi-million-dollar business.
- There are currently five Regional Vice Presidents at Chipotle who started their careers as crew members and now manage regions with restaurant sales of over $1 billion.
- Chipotle's AI-powered virtual team member "Ava Cado" helps accelerate the time between applying and getting a job offer. The average amount of time it takes for a candidate to complete their application and start on the job is now just four days.

NEWPORT BEACH, Calif., Feb. 19, 2025 /PRNewswire/ -- Chipotle Mexican Grill (NYSE: CMG) today announced it is launching a new hiring campaign to increase applications and ensure its more than 3,700 restaurants are fully staffed for "Burrito Season," the company's busiest time of year running from March to May. Chipotle is also rolling out a new employee benefit and TV ads showcasing its real team members to help attract talent for the additional job openings.

Those interested in joining Chipotle on its mission to Cultivate a Better World can apply herehttps://jobs.chipotle.com/.

Real Opportunity at Chipotle
With its focus on developing outstanding operators, Chipotle is committed to growing its employees as it continues to pursue its long-term goal of having 7,000 restaurants in North America. In 2024, the company promoted 23,000 team members, and 85% of all restaurant management role promotions were internal. In fact, five out of 11 Regional Vice Presidents at Chipotle started their careers as crew members and worked their way up to the senior level of operations, managing a region of the country with sales over $1 billion. At the company's Field Leader level, a leadership position responsible for a patch or an average of eight restaurant locations in a region, 84% have been promoted internally and they now oversee segments of Chipotle's business that achieve an average of $24 million in sales per year.

Ava Cado and Paradox - Driving Efficiencies for Chipotle
In October last year, Chipotle announced its partnership with Paradox to introduce a new platform that leverages AI to make the hiring process more efficient for its restaurant teams. The technology features a virtual team member named "Ava Cado" who uses Conversational AI to chat with candidates, answer their questions about Chipotle, collect basic information, schedule interviews for hiring managers, and send offers to candidates who are selected by managers.

To date, "Ava Cado" has made the hiring process more efficient for Chipotle's restaurant teams, notably:

- Shortening the average amount of time it takes for a candidate to complete their application and start on the job from 12 days to four days
- Nearly doubling Chipotle's applicant flow
- Increasing Chipotle's candidate application completion rate to over 85% from approximately 50%

Behind the Foil 2025
Chipotle has released three new "Behind the Foil" national TV ads featuring its real employees at its restaurants and behind-the-scenes footage of the company's kitchens and prep routines. All three employees featured in the ads have been promoted from crew member roles to restaurant management, demonstrating the potential accelerated career progression at Chipotle:

- Lisset Rodriguez, General Manager from Portland, Oregon
  - See her ad here: https://www.youtube.com/watch?v=Ii1nkc3_-gE
- Justice Hudson, Certified Training Manager and Restauranteur from Phoenix, Arizona
  - See his ad here: https://www.youtube.com/watch?v=Wjf-8skK9Hc
- Karen Martinez, General Manager from Donna, Texas
  - See her ad here: https://www.youtube.com/watch?v=SuJ79oaw8Z8

"'Burrito Season' presents candidates with an opportunity to start here, stay here, and reach their career goals with us," said Ilene Eskenazi, Chief Human Resources Officer. "As current team members have demonstrated, our restaurants can be the foundation of a fulfilling career, and we're committed to bringing in the best candidates who share our values and onboarding them as efficiently as possible."

Increasing Access to Mindfulness
Beginning this year, all Chipotle employees have free access to the critically acclaimed Calm app. Calm aims to help users sleep more, stress less and live mindfully with a range of science-backed content and activities for daily mental health support. More than 73% of Chipotle's restaurant employees are Gen Z, a generation that outspends older customers on mindfulness-related wellness products such as meditation classes, mindfulness apps, and therapy sessions[1]. Calm joins a growing list of Chipotle's industry-leading benefits that holistically support employees' financial, physical, and mental well-being.

Chipotle's benefits include a crew bonus, which allows its restaurant employees the opportunity to earn an extra month's worth of pay each year; access to mental health care and English as a second language courses for employees and their families; tuition reimbursement and debt-free college degrees; free meals and more. The company has found its retention rate is two times higher among employees enrolled in its education assistance program and crew members participating are six times more likely to move into a management role.

1 – Source: https://www.ft.com/content/94967c67-d4b5-4787-a0ec-83cff7ee069a

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 3,700 restaurants as of December 31, 2024, in the United States, Canada, the United Kingdom, France, Germany, Kuwait, and United Arab Emirates 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 2025 list and Time Magazine's Most Influential Companies. With over 130,000 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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Additional assets available online: PHOTOS (1)

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