# CHIPOTLE'S HIGHLY ANTICIPATED CHIPOTLE HONEY CHICKEN HAS ARRIVED

- The company's newest menu innovation brings chipotle heat with a touch of sweet to any order
- Chipotle Honey Chicken was Chipotle's best-selling limited-time offering in a market-wide test after it debuted in Nashville, Tenn. and Sacramento, Calif. in 2024
- Starting today, Chipotle Rewards members will get early access to the new protein on the Chipotle app, Chipotle.com and Chipotle.ca
- All guests in North America and the U.K. can try Chipotle Honey Chicken starting Friday, March 7

NEWPORT BEACH, Calif., March 6, 2025 — Chipotle Mexican Grill (NYSE: CMG) today announced Chipotle Honey Chicken will be available across restaurants in North America and Europe for a limited time. Chipotle Rewards members can get exclusive early access to the brand's latest menu innovation today, March 6, via the Chipotle app, Chipotle.com and Chipotle.ca. Beginning tomorrow, March 7, guests in the U.S., Canada and U.K. can order Chipotle Honey Chicken for all in-restaurant and digital orders. Chipotle Honey Chicken will be available in France and Germany starting Wednesday, March 12. Chipotle's latest culinary innovation is a bold, new menu item that perfectly balances unique heat from chipotle peppers and a touch of sweet from pure wildflower honey.

For b-roll of Chipotle Honey Chicken, see here:https://www.youtube.com/watch?v=3CEto2XXEQ8

**Sweet Heat Sizzles In 2025**
Hot honey is the top trending flavor of the year, according to the National Restaurant Association's "What's Hot 2025 Culinary Forecast." Chipotle Honey Chicken surpassed stage-gate testing expectations in Nashville, Tenn. and Sacramento, Calif., and has emerged as a fan favorite thanks to the balanced flavor made with real ingredients.

Chipotle Honey Chicken is made with fresh chicken hot off the grill, seasoned with savory Mexican spices, in a marinade of seared, smoked chipotle peppers and a touch of pure honey, delivering a new, flavorful bite to any entrée choice.

"Chipotle Honey Chicken was our top performing limited time offer in test markets and we're excited for guests to taste this bold, new protein with their go-to order," said Chris Brandt, Chief Brand Officer. "The delicate balance of heat and a touch of sweet pairs perfectly with our real ingredients prepared fresh every day."

Chipotle is featuring the 'Most Popular Chipotle Honey Chicken Bowl' on the Chipotle app,Chipotle.com and Chipotle.ca for easy ordering, making it simple for guests to experience the new protein. The most popular selections among fans who have tasted the new item are: Chipotle Honey Chicken with white rice, black beans, fajita veggies, fresh tomato salsa, roasted chili-corn salsa, sour cream, cheese and lettuce.

*Source: National Restaurant Association "What's Hot 2025"

**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.

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