

CHIPOTLE INTRODUCES A WHOLE NEW WAY TO ORDER FOR A SMALL GROUP: BUILD-YOUR-OWN CHIPOTLE

- "Build-Your-Own Chipotle" serves four to six people and is a fast, easy, stress-free option to feed any small group occasion with no advance planning required
- The offering brings the customizable Chipotle experience to guests' homes, allowing them to build their own entrees step by step with real ingredients
- A new digital-exclusive menu offering, "Build-Your-Own Chipotle" launches tomorrow, Tuesday, August 26

NEWPORT BEACH, Calif., Aug. 25, 2025 /PRNewswire/ -- Chipotle Mexican Grill (NYSE: CMG) today announced it will launch "Build-Your-Own Chipotle," a family meal offering intended to feed groups of four to six people, starting tomorrow, August 26. A digital-exclusive menu option, "Build-Your-Own Chipotle" is a shareable, customizable spread of real ingredients that can be ready for pickup in as little as 15 minutes.

How To Build-Your-Own Chipotle

Whether it's for friends or family gatherings, "Build-Your-Own Chipotle" brings the Chipotle experience home in an effortless fashion to feed a small group with delicious, real food. "Build-Your-Own Chipotle" is served with large family-style portions of each ingredient, ensuring groups of 4 to 6 people can create any bowl, salad, or soft taco to their liking and dietary preferences. The offering opens up opportunities to create new items, such as nachos.

Each order includes:

- One protein: choice of chicken, steak, braised beef barbacoa, carnitas or Sofritas
- One rice: choice of white rice or brown rice
- One bean: choice of black beans or pinto beans
- One premium side: choice of guac or Queso Blanco
- Choice of three salsas/toppings: sour cream, tomatillo-red chili salsa, tomatillo-green chili salsa, roasted chili-corn salsa, fresh tomato salsa
- Shredded romaine lettuce and cheese
- One large bag of chips
- Ten soft taco tortillas
- Forks, napkins and bowls for six people*

Guests also have the option to order two large bags of chips and three large sides as a separate menu item.

"For the first time ever, guests can use our digital ordering channels, the Chipotle app and Chipotle.com, to bring a personalized Chipotle makeline to their kitchen with just a few taps," said Curt Garner, President, Chief Strategy and Technology Officer, Chipotle. "This is an innovation that brings people together around the food they love."

*Opt-in to receive napkins and utensils at digital checkout.

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 3,800 restaurants as of June 30, 2025, 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. 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](https://www.chipotle.com).

SOURCE Chipotle Mexican Grill, Inc.

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