

## CHIPOTLE AND RIOT GAMES INTRODUCE THE CHIPOTLE CHALLENGER BUNDLE IN 2XKO

- Chipotle continues its support of the Fighting Game Community (FGC) as an official launch partner of Riot Games' *2XKO*, a next-generation fighting game that features champions from League of Legends
- Starting today and while supplies last, players can earn the in-game "Chipotle Challenger Bundle" with digital orders on the Chipotle app and Chipotle.com by using the promo code "LETSDUO" at checkout<sup>1</sup>
- The "Chipotle Challenger Bundle" includes Chipotle-inspired digital items for players' in-game avatars, including a hoodie, sweatpants, sneakers, hat, sling backpack and a sticker

NEWPORT BEACH, Calif., Oct. 7, 2025 /PRNewswire/ -- Chipotle Mexican Grill (NYSE: CMG) today announced the launch of the "Chipotle Challenger Bundle," available now in Riot Games' *2XKO*, a new, free-to-play 2v2 fighting video game. Players can unlock the exclusive in-game bundle by placing a digital order on the Chipotle app or Chipotle.com and using the promo code "LETSDUO" at checkout. <sup>1</sup>

### Chipotle Serves Up Exclusive Digital Gear to *2XKO* Gamers

The "Chipotle Challenger Bundle" features Chipotle-inspired digital items for players' in-game avatars, allowing them to stand out in lobbies and showcase their personal style. The bundle includes exclusive Chipotle-branded gear such as a hoodie, sweatpants, sneakers, hat, sling backpack and a sticker. Players will also receive a digital "Bur-Rito Pls" sticker—inspired by the popular "Rito Pls" meme used within the Riot Games community—to express themselves during lobby interactions.

For more information on the "Chipotle Challenger Bundle," fans can visit [chipotle.com/2XKO](https://chipotle.com/2XKO).

"Over the years, through our continued support of the FGC, we've fueled gamers by increasing their access to Chipotle's real ingredients and partnering with storied titles in meaningful ways," said **Chris Brandt, President, Chief Brand Officer at Chipotle**. "The 'Chipotle Challenger Bundle' integrates our brand and our food seamlessly into *2XKO*, the next great fighting game title, so we can continue to unlock exclusive experiences for the FGC."

"*2XKO* is all about giving players fun and creative ways to express themselves, both in and out of the game," said **Mia Putrino, Head of *2XKO* Publishing**. "With the Chipotle Challenger Bundle, we're excited to add fresh, stylish options that let players show off their personality while staying connected to the communities they play in."

### Chipotle's Partnership with *2XKO*

Chipotle's partnership with Riot Games' *2XKO* was first announced before Evo Las Vegas 2025, where Chipotle and Riot Games kicked off their alliance with hourly tournaments on custom-designed Chipotle x *2XKO* arcade cabinets in the Chipotle Community Lounge, a live question and answer session with the dev team and premium giveaways.

Chipotle and Riot Games will announce more *2XKO* exclusives in 2026.

<sup>1</sup> - AVAILABLE WHILE SUPPLIES LAST. Beginning on 10/7/25, up to the first 40,000 people who purchase a regular-priced entrée item through the Chipotle app or Chipotle.com using the promo code "LETSDUO" at digital checkout will receive one (1) code ("Code") redeemable for the Chipotle Challenger Bundle in *2XKO*. Promotion ends the earlier of 1/31/26 or when all Codes have been claimed. The Code will be delivered to the email address used to place the order and can be redeemed at [shop.riotgames.com/redeem](https://shop.riotgames.com/redeem); limit one (1) redemption per e-mail address. Code is one-time use. Codes cannot be auctioned, bartered or sold. You must have a valid copy of *2XKO* and internet access to use the Chipotle Challenger Bundle benefit. Not valid on orders in store or via third party delivery or ordering platforms. Limit: one (1) Code per transaction. U.S. only. 13+. Codes must be redeemed by 2/7/26. Additional restrictions may apply; void where prohibited. Chipotle Challenger Bundle is subject to substitution and updates and use is subject to *2XKO*'s terms and conditions. Chipotle, Riot Games, Inc., and their respective parents, affiliates, subsidiaries, and advertising and promotion agencies and all of their respective officers, directors, employees, representatives and agents are not responsible for errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the offer, including, without limitation, errors or difficulties which may occur in connection with the administration of the offer, the processing of orders, the functionality of the Chipotle apps or websites, or in any offer-related materials. This offer is in no way administered, executed or produced by Riot Games, Inc. or its affiliates. Chipotle reserves the right to cancel the offer at any time.

### 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://chipotle.com)

SOURCE Chipotle Mexican Grill

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Additional assets available online: [PHOTOS \(2\)](#) [VIDEO \(1\)](#)

<https://newsroom.chipotle.com/2025-10-07-CHIPOTLE-AND-RIOT-GAMES-INTRODUCE-THE-CHIPOTLE-CHALLENGER-BUNDLE-IN-2XKO>