CHIPOTLE LAUNCHES CHIPOTLE U RIVALRY WEEK TO REWARD TOP 10 COLLEGE TOWNS WITH FREE CHIPOTLE

- The brand is challenging college towns across the U.S. to prove their Chipotle fandom for a chance to earn BUY-ONE-GET-ONE (BOGO) offer[1]
- Starting today through November 17, college students can increase their college town's chances of winning by signing up for Chipotle U Rewards

NEWPORT BEACH, Calif., Nov. 10, 2025 /PRNewswire/ -- Chipotle Mexican Grill (NYSE: CMG) announced today the launch of Chipotle U Rivalry Week, a new program that will reward the ten U.S. college towns that recruit the most new Chipotle U Rewards members with a BUY-ONE-GET-ONE (BOGO) offer. Drawing inspiration from long-standing rivalries in college football, Chipotle will launch a live microsite and leaderboard for students to track the race to the top 10. All U.S. college towns are eligible. To view the leaderboard, visit: https://rivalry.chipotle.com.

For photo assets related to the campaign, see here:https://www.dropbox.com/scl/fo/0j6x1joqztoa1opckmzza/AOhvMBh4muA_-COjL8v67CA?rlkey=y424rwukfkvx12vr3fqb2kxu8&st=2nwnngb8&dl=0

How It Works

- Students can log into Chipotle Rewards at chipotle.com or create an account by visitingchipotle.com/order/create-account.
- Once logged in, students must validate their college enrollment throughID.me by visiting chipotle.com/chipotle-u-rewards.
- The top 10 college towns with the most new Chipotle U Rewards members at the end of Chipotle U Rivalry Week, 11:59PM PT on November 17, will receive a BUY-ONE-GET-ONE (BOGO) offer for college students in their town.

At the start of Chipotle U Rivalry Week onNovember 10, the brand will launch a microsite featuring a heatmap of 100 college towns that are among those that eat the most Chipotle. The site will also feature an opportunity for fans to write in their college town and add it to the race. Daily for seven days, the microsite will be updated with sign-up stats so students can track the competition. At the end of the week, the top 10 college towns who have added the most Chipotle U Rewards members will get a BOGO offer for the college students in their town. The BOGO will be dropped directly into wallets of Chipotle U Rewards members.

"Chipotle U Rivalry Week harnesses campus spirit and turns it into real rewards for students," saidCurt Garner, President, Chief Strategy and Technology Officer of Chipotle. "The college towns that activate the most superfans will have their passion rewarded with the ultimate trophy: free Chipotle."

Chipotle U Rewards

Outside of Rivalry Week, all college students will score 1,000 bonus points upon enrolling inChipotle U Rewards and earn 20% more points on every purchase, resulting in free Chipotle faster. Launched earlier this year, Chipotle U is designed specifically for college students, bringing more value to Gen Z than ever before.

1- The BUY-ONE-GET-ONE (BOGO) offer will be limited to one free menu item with the purchase of an entrée item of equal or greater value. Use of code required; code will be valid for 7 days from the date of issuance. Redeemable in-restaurant only, at participating U.S. locations; redemption is subject to availability. Not valid for catering, mobile, online or delivery orders. Kids' meals do not count as an entrée purchase. Purchased entrées are eligible for Chipotle Rewards points; the offer may not otherwise be combined with other coupons, promotions, or special offers. Additional restrictions may apply; void where prohibited.

NO PURCHASE NECESSARY. Open to college or university students in the 50 United States and D.C.. 18+. Promotion Period: 11/10/25 at 12:01 a.m. PT – 11/17/25 at 11:59 p.m. PT. For Terms and Conditions including how to enter, entry limitations, qualifying towns & complete details visit www.chipotle.com/rivalry-week-legal. Sponsor: CMG Strategy Co., LLC.

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 3,900 restaurants as of September 30, 2025, in the United States, Canada, the United Kingdom, France, Germany, and the Middle East 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 WWW.CHIPOTLE.COM.

SOURCE Chipotle Mexican Grill, Inc.

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Additional assets available online: PHOTOS (1)

https://newsroom.chipotle.com/2025-11-10-CHIPOTLE-LAUNCHES-CHIPOTLE-U-RIVALRY-WEEK-TO-REWARD-TOP-10-COLLEGE-TOWNS-WITH-FREE-CHIPOTLE,1