MediaRoom

CHIPOTLE MAKES STUDENTS AT TOP FOOTBALL COLLEGES "BOWL ELIGIBLE"

- Chipotle U Rewards members at universities with football teams eligible for the Football Bowl Subdivision (FBS) postseason will receive a BOGO offer by December 19[1]
- Students at qualifying schools must join Chipotle U Rewards by December 18 to receive the offer

NEWPORT BEACH, Calif., December 10, 2025 – Chipotle Mexican Grill (NYSE: CMG) announced today the launch of "Bowl Eligible," a new program for Chipotle U Rewards Members at universities with postseason-eligible football teams that allows them to score a BUY-ONE-GET-ONE (BOGO) offer.

Just in time for bowl season, Chipotle is celebrating campus pride with the ultimate trophy: free Chipotle. Starting today through December 18, students at the 84 universities that qualified for FBS postseason games can sign up for Chipotle U Rewards to receive a BOGO offer. The offer will be dropped directly into eligible members' wallets by December 19.

For photo assets related to the campaign, see here:
https://www.dropbox.com/scl/fo/tors3ve4t8e1ypux0h6v9/AK0AqZkW9WxlP1AexNJ9pO8?rlkey=pzsrf8w3pcep9vw8p93dufucw&st=etqznmjs&dl=0

How It Works

- Existing Chipotle U Rewards Members at schools competing in the FBS postseason will automatically receive the BOGO offer on December 10.
- For those joining the program, students can log into Chipotle Rewards atchipotle.com or create an account by visiting chipotle.com/order/create-account. Once logged in, students must validate their college enrollment throughID.me by visiting chipotle.com/chipotle-u-rewards. The BOGO will be dropped directly into the wallets of new Chipotle U Rewards members upon enrollment.

"Bowl season is a tradition that brings students together through watch parties and tailgates, and we want to make these celebrations more accessible," said Nicole West, Vice President, Digital Strategy & Product Management at Chipotle. "'Bowl Eligible' is a simple, tech-enabled reward that meets students where they are and connects food with fandom during the peak of college football season."

Chipotle U Rewards
Chipotle U Rewards is the perfect program for those hunting for ongoing student discounts. All college students will score 1,000 bonus points upon enrolling and earn 20% more points on every purchase, resulting in free Chipotle faster. Launched earlier this year, Chipotle U Rewards is designed specifically for college students, bringing more value to Gen Z than ever before.

1 –Open to new and existing Chipotle U Rewards members as of December 18, 2025 at 11:59 pm PT, who are legal residents of the 50 United States and DC, are eighteen (18) years old or older, and whose school football team is eligible for a collegiate bowl game. List of eligible bowl games is determined by Chipotle in its sole discretion. Eligible members will receive one (1) BOGO code which entitles the holder to one (1) free regular menu entrée item, with the purchase of one (1) regular menu entrée item of equal or greater value, only when ordered via the Chipotle mobile app or chipotle.com from a participating Chipotle restaurant in the United States (each, a "BOGO Code").Each BOGO Code can be redeemed by placing an order through the Chipotle App or on Chipotle.com at participating Chipotle restaurants. BOGO Codes expire within seven (7) days of being dropped into the account. Limit one (1) BOGO Code per eligible participant. BOGO Codes cannot be redeemed on orders placed via third-party delivery platforms. "Regular menu entrée item" means a burrito, burrito bowl, single order of three (3) tacos, quesadilla (only available via the Chipotle App or on Chipotle.com), or a salad, subject to availability, excluding extra protein, or guac or queso blanco toppings. Gratuities and any sides, toppings, or extras are not included and are the responsibility of the customer. A regular menu entrée item does not include kids' meals, 3-point meals, or single tacos. Redemption is subject to availability. Not valid on catering orders. Offer cannot be combined with any other coupons, promotions, or special offers.

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.

Additional assets available online: PHOTOS (1)

https://newsroom.chipotle.com/2025-12-09-CHIPOTLE-MAKES-STUDENTS-AT-TOP-FOOTBALL-COLLEGES-BOWL-ELIGIBLE