

MAX HOMA BRINGS BACK VIRAL CHIPOTLE X COBRA BURRITO HEADCOVER TO THE PGA TOUR

NEWPORT BEACH, Calif., May 5, 2026 – Max Homa is giving fans another shot at one of golf’s most talked-about accessories.

After selling out in under three hours last year, the limited-edition Chipotle x Cobra foil-wrapped burrito headcover is returning this week at the Truist Championship (May 7–10), where Homa will have it back in his bag.

The headcover quickly became a fan favorite among the golf community when it debuted last year, playing into Homa’s reputation as one of the TOUR’s most relatable—and style-forward—players.

Fans will have a limited chance to get their hands on it, with 200 headcovers being released via Homa’s [Instagram Story](#) on May 6, alongside additional availability of 250 headcovers exclusively for Chipotle Rewards members. Members can exchange 10 points for a chance to win a headcover. Fans can sign up for Chipotle Rewards at www.chipotle.com/rewards to participate.

The headcover will also be available for purchase on www.cobragolf.com starting May 5.

“I had it in the bag last year and it got a ton of attention from the fans,” said Homa. “I’ve been a Chipotle guy for a long time, so seeing it take on a life of its own was pretty great. Once it sold out, we knew we had to run it back.”

See the following link for images: https://www.dropbox.com/scl/fo/i22ya5a577hw9xuw5717b/AAEJOWjL_6vz1Y1zyUSZK8?rlkey=sxojyq0h016gt51cm8bosg0pf&st=9u7mhn2z&dl=0.

Chipotle on the PGA TOUR

Chipotle’s collaboration with Cobra reflects the brand’s continued investment in the game, building on its partnership with the PGA TOUR that designates Chipotle as the Official Mexican Restaurant, as well as the Official Burrito, Bowl, Tacos and Quesadilla of the PGA TOUR and PGA TOUR Champions.

A Storied History of Max’s Chipotle Fandom

To celebrate golf’s first major championship in 2024, Chipotle introduced limited-edition green foil burritos at its Augusta, GA restaurants. See [here](#) for a video of Max testing his burrito-wrapping skills with the green foil.

Max’s first [post on X](#) about Chipotle dates all the way back to 2013, when he famously shared, “lately people keep telling me to follow my gut. man if i followed my gut id be at chipotle all day.”

1 — NO PURCHASE NECESSARY. Open to legal residents of the 50 U.S. states & D.C., 13+ who are Chipotle Rewards members. Promotion Period: 5/4/26 at 12:01 a.m. PT – 5/18/26 at 11:59 p.m. PT. Mail-in entries must be postmarked by 5/18/26. For Official Rules including how to enter, free entry method, entry limitations, odds, prize descriptions, & complete details visit chipotle.com/cobra-sweeps. 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 4,100 restaurants as of March 31, 2026, 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 135,000 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 \(2\)](#)

<https://newsroom.chipotle.com/2026-05-05-MAX-HOMA-BRINGS-BACK-VIRAL-CHIPOTLE-X-COBRA-BURRITO-HEADCOVER-TO-THE-PGA-TOUR>