CHIPOTLE REVEALS AMERICA'S MOST CHIPOTLE-OBSESSED COLLEGE TOWNS AND CELEBRATES THE CLASS OF 2026 WITH GIFT CARD OFFER

- New Chipotle U Rewards data highlights top group-order campuses, delivery hotspots and regional flavor trends
- Starting May 14, the first 10,000 guests who purchase $40 or more in graduation-themed digital gift cards will receive a buy-one, get-one free entrée code*

NEWPORT BEACH, Calif., May 11, 2026 — Chipotle Mexican Grill (NYSE: CMG) today released new Chipotle U Rewards data that reveals how college students are ordering nationwide, alongside a limited-time graduation promotion for the Class of 2026.

Ordering Trends in College Towns
Ever since opening its first restaurant in Denver across from a university campus, Chipotle has been a go-to destination for students craving quick and delicious real food. Now, less than a year after launching Chipotle U Rewards, the brand is offering a snapshot of how college towns across the nation are ordering Chipotle:

- **Columbus, Ohio** leads the nation in group orders, making it the top destination for shared meals. Columbus is also the top college town for orders featuring guac.
- **Boston, Mass.** orders the most delivery, reflecting a strong preference for convenience.
- **Baton Rouge, La.** tops the charts in Queso Blanco, bringing bold flavor to every order.
- **Norman, Okla.** orders the most burritos, keeping it classic.
- **Kent, Ohio** leads in taco orders, pointing to a preference for variety and customization.
- **West Lafayette, Ind.** orders the most Chipotle, making it America's most Chipotle-obsessed college town.

"Chipotle U Rewards gives us a real-time look at how Gen Z is engaging with our brand, from everyday meals to social moments like group orders and celebrations," said **Curt Garner, President, Chief Strategy and Technology Officer.** "Students are connecting through Chipotle—whether it's sharing meals with friends or recognizing milestones like graduation—and we're using these insights to deliver more personalized value through the program."

Something Extra for Grads
Chipotle is helping fans celebrate the Class of 2026 with a limited-time Graduation Gift Card promotion. From May 14 through May 18, the first 10,000 guests who purchase $40 or more in graduation-themed digital gift cards from the Chipotle online gift card store will receive one buy-one, get-one free entrée code, while supplies last.*

Whether gifting a graduate or celebrating together, the offer provides a practical, shareable way to mark the occasion.

Chipotle U Rewards
Launched in August 2025, Chipotle U Rewards is the brand's student loyalty program that rewards key milestones in the college experience. Members score 1,000 bonus points at sign up, plus earn 20% more points with every purchase to earn free Chipotle faster. Once enrolled in Chipotle Rewards, fans can sign up for Chipotle U Rewards and validate their college enrollment through ID.me by visiting chipotle.com/chipotle-u-rewards.

*Valid from May 14 through May 18, 2026 for the first 10,000 purchases of at least $40 in designated Graduation e-gift cards from the Chipotle online gift card store at www.chipotle.com/giftcards. Offer not available for in-restaurant purchases or through third-party sales channels. Purchaser receives the full value of the gift card. The first 10,000 qualifying purchases during the promotional period will receive one code per transaction valid for a buy-one, get-one free entrée; BOGO will appear in the cart for valid purchases while supplies last. BOGO will expire June 30, 2026, and terms and conditions will apply. U.S. only. Additional terms apply; void where prohibited.

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.

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