CHIPOTLE BRINGS REAL-WORLD FOOD REWARDS TO PGA TOUR 2K25 IN FIRST-OF-ITS-KIND QUEST INTEGRATION

- Chipotle's new *PGA TOUR 2K25* Quests will give players the chance to earn free food and unlock exclusive in-game gear[1]
- The integration launches today with Season 7 of *PGA TOUR 2K25*
- Chipotle will also drop a limited-edition Chipotle fork-inspired pitch mark repair tool for use on the course[2]

NEWPORT BEACH, Calif., July 8, 2026 – Chipotle Mexican Grill today announced that it will become the first brand to offer real food rewards in *PGA TOUR 2K25*, allowing players to earn free entrees, double protein offers and exclusive in-game gear tied directly to their in-game performance. [1]

Photo and video assets are available here:https://www.dropbox.com/scl/fo/k30fivsz427aagaokthi6/AAE2pMWeg3Fk_zBVL-vBt0E?rlkey=2pzj54cp4dywll8wybect5evf&st=52cz3mjt&dl=0

Real Rewards on the Virtual Course
Launching today with Season 7 of *PGA TOUR 2K25*, Chipotle will introduce a series of challenges within MyCAREER mode that reward players based on their gameplay. Players can compete in the Chipotle Hot Streak Quest, featuring three Chipotle-themed chapters – "Fairway to Foil," "Built Different," and "Drive for the Double Protein" – to earn rewards ranging from exclusive in-game gear to free double protein offers and free entrees. [1]

They can also unlock a collection of exclusive Chipotle-inspired gear available only in PGA TOUR 2K25, including a taco-head "Chi-Putt-Le" putter, foil-inspired golf pants, and a Chipotle pepper bucket hat and polo shirt.

"Whether they're watching tournaments, playing a weekend round or competing in PGA TOUR 2K25, golf fans are finding new ways to engage with the sport," said **Stephanie Perdue, Senior Vice President of Brand Marketing at Chipotle** "This partnership allows us to meet them where they're already spending time and reward their passion with experiences that extend from the game into the real world."

From Fork Lore to Real Fairway Gear
Chipotle is also introducing an IRL limited-edition collectible Chipotle fork-inspired pitch mark repair tool that doubles as both a golf accessory and dining utensil. Inspired by the cult-like following of Chipotle's iconic black fork, the limited-edition pitch mark repair tool transforms one of the brand's most beloved cultural icons into a functional golf accessory that fans can use on the course. Through the "Chipotle Golf Collectible Sweepstakes," Chipotle Rewards members can exchange 10 points for a chance to win a pitch mark repair tool from today until July 22. [2]

Photo assets are available here:https://www.dropbox.com/scl/fo/egba294fbqo19sgpuf9o0/ADv3WVk7cXsEGntdLxObByQ?rlkey=9boo46zh5jobpfs4sjcv5yulf&st=ki5itco6&dl=0

To celebrate the launch, PGA TOUR stars Joel Dahmen and Mark Hubbard teamed up for a tongue-in-cheek video showcasing the pitch mark repair tool on and off the course. Watch the video here.

Chipotle's Growing Role in Golf
The integration builds on Chipotle's expanding presence in golf, including its designation as the Official Mexican Restaurant of the PGA TOUR, sponsorship of Hot Streak presented by Chipotle, partnerships with PGA TOUR players Max Homa, Maverick McNealy and David Ford, and the sellout success of the Chipotle x Cobra Foil-Wrapped Burrito Head Cover.

1 - 80,000 Free Entrée Codes & Double Protein Codes (the "Codes") available for the first eligible players to complete the quest. Offer is available until the sooner of all Codes are claimed or 8:59 AM PT July 29, 2026. Limit one code of each type per 2K Account. In-game rewards will be automatically delivered within 24 hours of completing the applicable objectives. Codes are available to legal USA residents, 18+ only, will be delivered within approx. 5 days of July 29, 2026, and must be redeemed at participating Chipotle locations only on digital orders using the Chipotle app before September 30, 2026. Double Protein Code requires the purchase of a regular entrée item. Limit one Code per Chipotle order. Codes have no cash value and cannot be combined with any other offer, discount, or promotion. Internet connection and 2K Account required. No Purchase Necessary. U.S., 13+, who are Chipotle Rewards members. Ends 7/24/26. Free entry method available. Full terms below.

2 - The "Chipotle Golf Collectible Sweepstakes" (the "Sweepstakes") begins on or about July 8, 2026, at 12:01 a.m. Pacific Time ("PT") and ends on July 22, 2026, at 11:59 p.m. PT (the "Promotion Period"). At the end of the Promotion Period, a random drawing will be conducted to select one hundred (100) winners of a prize, from among all eligible entries received, as set forth more fully below. Entry in the Sweepstakes does not constitute entry into any other promotion, contest or sweepstakes. By participating in the Sweepstakes, each entrant unconditionally accepts and agrees to comply with and abide by these Official

Rules and the decisions of CMG Strategy Co., LLC, 610 Newport Center Drive, Suite 1100, Newport Beach, California, 92660 (“Sponsor”), which shall be final and binding in all respects.

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 Chipotle.com.

ABOUT PGA TOUR 2K25
Enjoy putts, pars, and precision like never before with PGA TOUR 2K25, the newest iteration of the highest-rated golf sim franchise of the past decade*. In a 2K franchise-first, make a name for yourself in three prestigious Major Championships: The PGA Championship, The U.S. Open, and The Open Championship. Enjoy new gameplay features such as EvoSwing and Perfect Swing, 11 playable pros, 29 licensed courses, and more. Personalize your game with expanded MyCAREER, MyPLAYER, and Course Designer options, and challenge friends across ranked, casual, and cross-platform multiplayer**.

*BASED ON AVERAGE METASCORES on PLAYSTATION, XBOX, AND PC AS OF 6/30/2026

**INTERNET CONNECTION AND A 2K ACCOUNT REQUIRED TO PLAY THE GAME OR REDEEM CONTENT

Additional assets available online: PHOTOS (3)

https://newsroom.chipotle.com/2026-07-08-CHIPOTLE-BRINGS-REAL-WORLD-FOOD-REWARDS-TO-PGA-TOUR-2K25-IN-FIRST-OF-ITS-KIND-QUEST-INTEGRATION