

CHIPOTLE DROPS BOGOS EVERY TIME TAYLOR FRITZ WINS AS HE CHASES HISTORY IN NEW YORK

- Chipotle is teaming up with superfan and top-ranked U.S. men's tennis player Taylor Fritz to launch "Every Win Tastes Better," giving fans a chance to score BUY-ONE-GET-ONE (BOGO) entrée offers after every Fritz men's singles victory in New York
- After each win, Fritz will share a unique text-to-win code on his Instagram Story, with more BOGO offers up for grabs as he advances through the tournament¹
- Chipotle and Penn are launching a limited-edition tennis ball caddy inspired by Chipotle's iconic foil-wrapped burrito, which Fritz will give away at a special restaurant appearance during Fan Week²

NEWPORT BEACH, Calif., Aug. 24, 2026 /PRNewswire/ -- Chipotle Mexican Grill (NYSE: CMG) today announced "Every Win Tastes Better," a new promotion celebrating top-ranked U.S. men's tennis player and Team Chipotle athlete Taylor Fritz. As Chipotle helps fuel Fritz's pursuit of becoming the first American in 23 years to win the men's singles title at New York's premier tennis tournament, fans can unlock BUY-ONE-GET-ONE (BOGO) entrée offers after each Fritz men's singles victory, with more offers available as he advances.¹

Chipotle has long been part of Fritz's tournament routine. During his title run in Washington, D.C., earlier this month, Fritz shared that he ate Chipotle [every off day and before each of his night matches](#). Now, Chipotle is turning that personal ritual into a celebration fans can join throughout his run in New York.

A Team Chipotle athlete for the past three seasons, Fritz has worn the Chipotle logo on his left sleeve during tournaments and is a Chipotle Celebrity Card holder, giving him access to free Chipotle.

How Tennis Fans Can Score BOGOS

Following each singles victory in New York, Fritz will share a unique text-to-win code via Instagram Story from his account, [@taylor_fritz](#). The first fans to text each code to 888-222 will receive a BOGO entrée offer redeemable on the Chipotle app or Chipotle.com, while supplies last.¹

The number of BOGO offers will increase as Fritz advances through the men's singles tournament:

- **Round 1:** 2,500 BOGO offers
- **Round 2:** 3,000 BOGO offers
- **Round 3:** 3,500 BOGO offers
- **Round of 16:** 4,000 BOGO offers
- **Quarterfinal:** 4,500 BOGO offers
- **Semifinal:** 5,000 BOGO offers
- **Final:** 10,000 BOGO offers

"Taylor doesn't just represent Chipotle on the court—our food is genuinely part of how he prepares and competes," **said Stephanie Perdue, Senior Vice President of Brand Marketing at Chipotle.** "We built 'Every Win Tastes Better' around that authentic connection, turning Taylor's personal tournament ritual into a shared one and giving fans another reason to celebrate every time he wins."

"Anyone who follows me knows I eat a lot of Chipotle when I'm playing tournaments," **said Taylor Fritz.** "I love that every time I win a singles match in New York, fans have another chance to score a BOGO. I'm trying to make them give away as much as possible."

Fritz Serves Up a Special Fan Week Appearance and Limited-Edition Penn x Chipotle Drop

Chipotle is teaming up with tennis ball brand Penn to introduce a limited-edition Penn x Chipotle tennis ball caddy inspired by Chipotle's iconic foil-wrapped burrito. On Wednesday, August 26, Fritz will make a special appearance at the Chipotle restaurant at 600 Third Ave. in New York City to meet fans and give away the limited-edition caddies.² Each will include a can of Penn's new Pro Penn Marathon+ tennis balls.

The first 30 guests to visit the restaurant between 10:30 a.m. and 11:00 a.m. ET on August 26 will receive access to the event and a limited-edition caddy.²

1 — Open to 50 U.S. & D.C. 13+. Promo begins on 8/25/26 and ends on 9/8/26 or when all codes have been claimed, whichever occurs first. Limit one code per person per advancement. Chipotle will notify by text message if selected as a winner. Standard text and data rates may apply. See Terms for complete details: [chipotle.com/text](#).

2 — While supplies last. Limit one per person. No purchase necessary. Guest must be eighteen (18) years of age or older, or an immediate family member or under legal guardianship of guest. In the event guest engages in behavior that, as determined by Chipotle or the representatives of Taylor Fritz in their sole discretion, is obnoxious or threatening, illegal or that is intended to

annoy, abuse, threaten or harass any other person, Chipotle reserves the right to refuse entry or dismiss guest from the premises prior to completion of the event. Additional restrictions may 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 4,200 restaurants as of June 30, 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 the United States, Canada and Europe. With nearly 140,000 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.

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