

CHIPOTLE MARKS A BRAND FIRST WITH ALL-NEW POLLO ASADO AND THE DEBUT OF CHILI LIME CHIPS

- For the first time in brand history, Chipotle is launching two limited-time menu items simultaneously: Pollo Asado and Chili Lime Chips
- Pollo Asado returns August 31 with an all-new recipe, finished with cilantro and real lime for a bright, savory flavor
- Born from a viral fan trend, Chili Lime Chips are made with real ingredients and no artificial colors, flavors or preservatives, delivering a bold, craveable crunch
- Chipotle Rewards members get first access to Chili Lime Chips beginning August 31 before they roll out to all guests on September 4

NEWPORT BEACH, Calif., Aug. 31, 2026 /PRNewswire/ -- Chipotle Mexican Grill (NYSE: CMG) today announced its first-ever simultaneous launch of two limited-time menu items, bringing back Pollo Asado with an all-new recipe and introducing Chili Lime Chips, a new side inspired by a viral fan food hack. Pollo Asado returns to restaurants in the U.S. and Canada on August 31, while Chipotle Rewards members get exclusive access to Chili Lime Chips on August 31 before they become available to all guests on September 4.

Photo and video assets are available here:

<https://www.dropbox.com/scl/fo/uc2at9rnp7cqa13m6nj62/AHnd2jeo8TXsk0uhjOg8Fdc?rkey=ayu4k7yp9se7wi7r47vmud46l&st=v9ecusyg&dl=0>

A Fresh Take on Pollo Asado

Pollo Asado is back for a limited time with an all-new recipe featuring freshly grilled adobo chicken seasoned with garlic, Mexican spices and hand-cut cilantro, then finished with bright citrus and real lime for a savory, smoky flavor.

Chili Lime Chips: Your Hack, Made Better

Over the past few years, one fan-created food hack has exploded in popularity online: guests using packaged seasoned chips to put their own spin on Chipotle meals. Some ditch their fork and scoop up every bite with chips, while others crush them over burrito bowls for extra crunch or turn their meal into a "walking taco" by pouring their bowl directly into a chip bag. Since 2022, mentions of seasoned chips paired with Chipotle entrees have increased more than 1,500% across social platforms, while related TikTok and Instagram content has generated approximately 96 million engagements.

Building on that guest behavior, Chipotle developed Chili Lime Chips as its own take, transforming the viral fan trend into an official menu item made with only real ingredients. However they're enjoyed, the chips deliver bold flavor and satisfying crunch to any Chipotle entrée.

"Pollo Asado delivered strong results in testing, giving us clear evidence that guests were excited about the new recipe," said **Fernando Machado, Chief Brand Officer**. "At the same time, we saw guests hacking their Chipotle orders with packaged chips and asked ourselves: What would this look like done the Chipotle way? Chili Lime Chips are our answer—with no artificial colors, flavors or preservatives and an ingredient list that doesn't require a chemistry degree to understand. One menu item generated real momentum before going national; the other was inspired directly by how our fans eat Chipotle. Together, they gave us two compelling reasons to do something we've never done before and launch both at once."

Chef Nevielle's Recommended Pairing

To experience both limited-time menu items together, **Nevielle Panthaky, Senior Vice President of Culinary at Chipotle**, recommends a Pollo Asado bowl with white rice, black beans, roasted chili-corn salsa and guac (46g protein, 17g fiber), plus Chili Lime Chips for an added layer of crunch and zest.

"With this new recipe, we wanted to bring more brightness and dimension to Pollo Asado while preserving its savory, smoky flavor," said Panthaky. "The citrus finish cuts through the smoky notes of the chicken and naturally complements the tangy, spiced seasoning of our Chili Lime Chips."

How to Order

Beginning August 31, Pollo Asado will be available to all guests in the U.S. and Canada for a limited time.

Starting the same day, Chili Lime Chips will debut as a digital exclusive for Chipotle Rewards members through the Chipotle app, [Chipotle.com](https://www.chipotle.com) and [Chipotle.ca](https://www.chipotle.ca). The chips will become available to all guests on September 4.

To celebrate the return of Pollo Asado, Chipotle is offering a \$0 delivery fee¹ on Pollo Asado orders placed through the Chipotle app, [Chipotle.com](https://www.chipotle.com) and [Chipotle.ca](https://www.chipotle.ca) from August 31 through September 13.

100 Creators, Zero Brand-Shot Footage

To showcase the fresh, hands-on preparation behind Pollo Asado and Chili Lime Chips, Chipotle put cameras in the hands of 100 creators at restaurants across the U.S., U.K. and Canada. The group extends beyond food creators, bringing together artists, animators, musicians and more, each with a unique point of view. They worked alongside restaurant team members during morning prep, grilling chicken, slicing vegetables, seasoning chips and mashing guac by hand while capturing content along the way. Without traditional scripts or shot lists, the creators were given the freedom to document the experience in their own style.

The resulting national TV campaign features no brand-shot footage, with every frame captured by creators.

The new creative marks Chief Brand Officer Fernando Machado's national advertising debut since joining Chipotle and the brand's first major collaboration with agency partner KIDS.

Watch the new campaign here:

- For Real: <https://youtu.be/p2xwdVec5JM>
- Pollo Asado: <https://youtu.be/x5fRtG3Zy8Q>
- Chili Lime Chips: <https://youtu.be/OeJ8aI9VZvE>

1 - Higher menu prices are charged for delivery; additional service and other fees apply at checkout as well (except in CA, CO, CT, MA, MN and VA). Available August 31 to September 13, 2026 only, within Chipotle's delivery areas from participating U.S. and Canada locations, during normal operating hours for such locations. Purchase of Pollo Asado entrée required. Minimum order \$10 USD / \$12 CAD excluding tax and fees; maximum item numbers apply as well. Deliveries and redemptions are subject to availability. Offer is not valid on catering or Burritos by the Box orders. Redemptions of Chipotle Rewards and other promotional offers may be included in a qualifying delivery order but do not count towards satisfaction of minimum purchase requirements. Valid only on Chipotle website or the Chipotle app; not valid on orders placed via third-party delivery platforms. Chipotle reserves the right to modify or terminate this offer at any time without notice. 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 www.chipotle.com.

SOURCE Chipotle Mexican Grill, Inc.

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Additional assets available online: [PHOTOS \(3\)](#)

<https://newsroom.chipotle.com/2026-08-31-CHIPOTLE-MARKS-A-BRAND-FIRST-WITH-ALL-NEW-POLLO-ASADO-AND-THE-DEBUT-OF-CHILI-LIME-CHIPS>