CHIPOTLE SUMMONS THE RETURN OF MARGARITAS IN THE COUNTDOWN TO BOORITO

- After years of fans reminiscing about the Chipotle margaritas on social media, the brand is resurrecting its original recipe with a five-city "Summon the Spirits Tour" leading up to Boorito
- The tour will bring $6 margaritas to one Chipotle restaurant every weekend in October, with stops in Denver, New York, Dallas, Los Angeles and New Orleans for a good time, not a long time
- The classic Chipotle Margarita features just five real ingredients with no artificial flavors or mixes

NEWPORT BEACH, Calif., Sep 28, 2026 /PRNewswire/ -- Chipotle Mexican Grill (NYSE: CMG) today announced the "Summon the Spirits Tour," a five-city pop-up tour bringing back its fan-favorite margarita for a limited time ahead of Boorito, the brand's annual Halloween tradition. For years, fans have kept the discontinued drink alive online through nostalgic TikToks, throwback photos and requests for its return (see HERE, HERE) with users commenting "those margs were fireee," and "they need to run that back," and "I really grew up in the wrong era."

Every weekend in October, the margarita will rise again at a new Chipotle restaurant, beginning in the brand's founding city of Denver, followed by stops in New York, Dallas and Los Angeles before a Halloweekend finale in New Orleans. Guests 21 and older can enjoy a Chipotle Margarita for just $6, made with five real ingredients: premium tequila, triple sec, citrus juice, agave nectar and a fresh lime wedge.

"Fans never stopped talking about our margaritas after they left the menu, so Halloween felt like the perfect time to revive a Chipotle classic," **said Stephanie Perdue, Senior Vice President of Brand Marketing.**"For five weekends, we're giving fans the chance to rediscover the iconic Chipotle Margarita, made with just five real ingredients and the same simplicity we bring to our food."

The Summon the Spirits Tour
Each weekend in October, Chipotle will transform areas of select restaurants into limited-time "Summon the Spirits Tour" pop-up experiences, complete with dedicated margarita bars, immersive Halloween décor, interactive moments and opportunities to unlock Chipotle prizes. The $6 margarita will be available at one Chipotle restaurant every Friday and Saturday throughout October. The schedule is as follows:

- Denver, Colorado
    - When: October 2 and October 3 | 3-9 p.m. local time
    - Where: 2760 S. Colorado Blvd., Denver, Colorado 80222
    - Spirit: *Where the Spirit Began.* The tour kicks off in Chipotle's founding city, bringing the margarita back to Denver where the brand's story started.
- New York, New York
    - When: October 9 and October 10 | 3-9 p.m. local time
    - Where: 185 Montague St., Brooklyn, NY 11201
    - Spirit: *Spirits in the City.* The tour arrives in one of the world's most influential cultural capitals for a weekend of spirited celebration.
- Dallas, Texas
    - When: October 16 and October 17 | 3-9 p.m. local time
    - Where: 2401 Victory Park Lane, Dallas, TX 75219
    - Spirit: *Where Spirits Freeze.* The tour stops in the birthplace of the world's first frozen margarita machine[1], with Dallas offering a frozen take on the Chipotle Margarita alongside the original.
- Los Angeles, California
    - When: October 23 and October 24 | 3-9 p.m. local time
    - Where: 7660 W. Sunset Blvd., Los Angeles, CA 90046
    - Spirit: *Summon the Stars.* The tour arrives in Hollywood, where spirits take center stage.
- New Orleans, Louisiana
    - When: October 30 and October 31 | 3-9 p.m. local time
    - Where: 2801 Magazine St., New Orleans, LA 70115
    - Spirit: *Where Spirits Never Rest.* The tour's Halloweekend finale lands in one of America's most famously haunted

cities.

Boorito Returns on October 31
"The Summon the Spirits Tour" will build anticipation throughout October for Chipotle's annual Boorito tradition, which returns on Halloween with an in-restaurant entrée offer. Additional details on this year's Boorito festivities will be announced later in October.

1 – Source: Smithsonian: The Uniquely Texan Origins of the Frozen Margarita

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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