

CHIPOTLE GOES BIG FOR FAMILY MEALS WITH THE BIG ASS CHIPOTLE BAG

- Chipotle unveils a limited-edition, three-foot-wide, 170-liter version of its iconic takeout bag to spotlight Family Meals
- Family Meals are Chipotle's digital-exclusive, customizable offering designed to serve four to six people
- Beginning October 13, U.S. Rewards members can enter for a chance to win a limited-edition Big Ass Chipotle Bag through the Chipotle app¹

NEWPORT BEACH, Calif., Oct. 13, 2026 /PRNewswire/ -- Chipotle Mexican Grill (NYSE: CMG) is giving its iconic to-go bag a Big Ass upgrade. The limited-edition Big Ass Chipotle Bag is a larger-than-life take on a brand staple, created to celebrate Family Meals, Chipotle's digital-exclusive group offering.

How to Get a Big Ass Chipotle Bag

Beginning today, Chipotle will give Rewards members in the U.S. the chance to win a Big Ass Chipotle Bag through a multi-week digital sweepstakes. Each week, winners will be selected from Rewards members who purchase a Family Meal through the Chipotle app or Chipotle.com automatically entered for a chance to win.¹

To order a Family Meal, visit <https://www.chipotle.com/>.

The Biggest Bag in Chipotle History

A big meal called for a much bigger bag. With a 170-liter capacity, the Big Ass Chipotle Bag measures 36 inches wide, 24 inches tall and 12 inches deep.

"A Big Ass Meal deserves a Big Ass Bag," said Fernando Machado, Chief Brand Officer at Chipotle. "We took one of the most recognizable parts of the Chipotle experience, gave it an outsized upgrade, and created something that's impossible to miss. It's fun, it's ridiculous and it's exactly the kind of thing we knew our fans would want to get their hands on."

Chipotle for the Whole Crew

Previously known as Build-Your-Own Chipotle, Family Meals give groups everything they need to build their own Chipotle entrees. Guests can create bowls, tacos, salads, nachos and more with their choice of proteins, toppings and sides.

"Group occasions are a growing part of our business, and Family Meals give guests more ways to enjoy Chipotle together," said **Stephanie Perdue, Senior Vice President, Brand Marketing at Chipotle** "With enough food to serve four to six people, it's a convenient option for dinner, game days and all the moments when everyone wants something a little different."

At less than \$10 per person, Family Meals offer abundant portions with convenient pickup or delivery. Guests can order through the Chipotle app, [Chipotle.com](https://www.chipotle.com/) or [Chipotle.ca](https://www.chipotle.ca), with pickup available in as few as 10 minutes.

Behind the Big Ass Bag

The Big Ass Chipotle Bag will star in a new national advertising campaign, marking Chipotle's first major work with agency partner GUT.

The campaign gives Chipotle's iconic takeout bag a high-fashion treatment, pairing it with unexpected items including a trumpet, Christmas tree and Chipotle chair to emphasize its outsized proportions. The idea taps into the power of fandom, turning a familiar piece of packaging into a cultural artifact that fans can experience, share and keep long after their meal is over.

"The fun of this idea is how little explaining it needs," said **Ricky Casal, Chief Creative Officer at GUT Miami** "You see this ridiculously oversized Chipotle bag and immediately get the joke. We leaned into that simplicity, treating it like a luxury object and letting the scale do the storytelling."

Watch the campaign here: <https://youtu.be/DLaNMt6xjTw> (Chipotle: Big Ass Bag), https://youtu.be/vpy_EcHtc6M (Chipotle: Big A** Bag)

Photo and video assets are available here: <https://www.dropbox.com/scl/fo/kd4mll1su87o629jxl4kk/AKprKpPL-wlRvYdmFgN6WYs?rlkey=9vfpe0fvp95weuo6cjsvc8b8w&st=iif2vg8u&dl=0>

1 – NO PURCHASE NECESSARY. Open to legal residents of the 50 U.S. & D.C., 13+. Sweepstakes Period: 10/13/26 at 12:01 a.m. PT – 11/10/26 at 11:59 p.m. PT. For Official Rules including how to enter, free entry method, entry limitations, odds, prize descriptions, & complete details visit chipotle.com/giveaway. Sponsor: CMG Strategy Co., LLC.

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 \(5\)](#) [VIDEO \(1\)](#)

<https://newsroom.chipotle.com/2026-10-13-CHIPOTLE-GOES-BIG-FOR-FAMILY-MEALS-WITH-THE-BIG-ASS-CHIPOTLE-BAG>