

BOORITO RETURNS: CHIPOTLE TO OFFER \$6 ENTREES ON HALLOWEEN 2026

- Chipotle Rewards members who visit a Chipotle restaurant in costume from 3 p.m. to close on October 31 can score a \$6 entrée¹

NEWPORT BEACH, Calif., Oct. 20, 2026 /PRNewswire/ -- Some Halloween traditions are worth keeping. Boorito is back.

For more than 25 years, fans of Chipotle Mexican Grill (NYSE: CMG) have dressed up in costume and shown up for Boorito. The fan-favorite Chipotday — the brand's term for the food holidays and cultural moments it celebrates throughout the year, returns to participating Chipotle restaurants across the U.S. on October 31.

Fans know the drill. The rules are frighteningly simple:

1. Wear a costume.
2. Visit Chipotle after 3 p.m. local time on Halloween.
3. Scan your Chipotle Rewards member card at checkout.
4. Score a \$6 entrée.¹

For guests who make the most of Halloween night, Chipotle has November 1 covered with \$0 delivery fees on digital orders².

"We love that Chipotle has become part of so many fans' Halloween traditions," said **Stephanie Perdue, Senior Vice President, Brand Marketing**. "The passion around Boorito inspires us to find new ways to celebrate and surprise our fans year after year."

Boorito Lore

- **2000** – Boorito began as a burrito-themed costume contest.
- **2020** – Boorito went fully digital for the first time, inviting fans to virtually trick-or-treat for BOGO codes.
- **2021** – Boorito entered the metaverse with a virtual Chipotle restaurant.
- **2023** – Boorito expanded with late-night hours in select college towns.
- **2024** – Chipotle introduced meme-inspired costumes.
- **2026** – Chipotle [summoned the return of its \\$6 margaritas in select cities](#) leading up to Boorito 2026.

1 – Chipotle Rewards members can receive one (1) entrée item for US\$6 when appearing in costume, as determined by restaurant, and scanning for Rewards at point of sale at participating U.S. locations. Valid only on October 31, 2026 after 3:00 p.m. local time through restaurant closing; redemption is subject to availability. Limit one discounted item per costumed guest. Redeemable in-restaurant only; not valid for kids meals, catering, mobile, online or delivery orders. Extra cost for guacamole (except for veggie entrées), queso, extra meat or other modifiers. Taxes, gratuities, and any sides are not included and are the responsibility of the guest. Purchased entrées are eligible for Chipotle Rewards points; the promotion may not otherwise be combined with other coupons, promotions, or special offers. Additional restrictions may apply; void where prohibited.

2 – Higher menu prices are charged for delivery; additional service and other fees applied at checkout as well (except in CA, CO, CT, MA, MN and VA). Available only on November 1, 2026, within Chipotle's delivery areas from participating U.S. locations, during normal operating hours for such locations. Minimum order \$10 USD 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 the 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

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