

CHIPOTLE TO BRING BACK MESQUITE-SMOKED BRISKET FOR THE HEART OF FOOTBALL SEASON

- With a history of selling out earlier than anticipated, Smoked Brisket returns to restaurants for a limited time beginning November 5
- Smoked Brisket is mesquite-smoked for hours before being seared, seasoned, sauced and hand-chopped in small batches at Chipotle restaurants
- Made with Responsibly Raised® beef, Chipotle estimates that roughly 5% of U.S. beef meets its animal welfare and quality standards
- Chipotle is offering \$0 delivery fees from November 5 through November 18 on Smoked Brisket orders placed through the Chipotle app, [Chipotle.com](https://www.chipotle.com) or [Chipotle.ca](https://www.chipotle.ca)¹

NEWPORT BEACH, Calif., Oct. 26, 2026 /PRNewswire/ -- Chipotle Mexican Grill (NYSE: CMG) today announced it is bringing back Smoked Brisket to restaurants across the U.S. and Canada beginning November 5. The limited-time protein, which has been known to disappear from menus quickly, returns this fall for football weekends, rivalry games and watch parties. Hours of smoking over mesquite wood underscore the craftsmanship behind the returning fan favorite.

"We're bringing guests a responsibly sourced brisket that delivers big flavor and lives up to our industry-leading Food with Integrity standards," said **Stephanie Perdue, Senior Vice President, Brand Marketing**. "That care starts at the source, with beef raised to our standards, and carries through every step of the cooking process—from the smoke to the sear to the final sauce. You can taste that commitment in every bite. Bringing it back in the heart of football season gives fans one more reason to make Chipotle part of their game-day lineup."

Real Ingredients, Real Smoked Brisket

Chipotle's Smoked Brisket starts with Responsibly Raised® beef. The brand estimates that roughly 5% of U.S. beef meets its animal welfare and quality standards, which require cattle to be raised on a strictly vegetarian diet and without added growth hormones or routine antibiotics, with traceability back to the ranch of origin.

The beef is seasoned with spices including smoked serrano and chipotle chili peppers, then smoked over mesquite wood to develop its deep, smoky flavor. Once in restaurants, team members sear the brisket on the plancha, finish it with spices, toss it in a savory sauce made with smoky chili peppers and hand-chop it in small batches throughout the day.

"Our Smoked Brisket is defined by the classic culinary techniques that go into every batch," said **Neville Panthaky, Senior Vice President, Culinary**. "A signature blend of spices and a low-and-slow smoking process give the brisket its bold, beefy, smoky character, while the plancha sear and savory-tangy sauce create a tender bite with a little kick that's uniquely Chipotle."

A Game-Day Go-To

For a game-day entrée, Panthaky recommends a burrito bowl with white rice, pinto beans, Smoked Brisket, fresh tomato salsa, light tomatillo-red chili salsa, cheese and Queso Blanco. The bowl delivers 45 grams of protein and 11 grams of fiber, pairing the rich, smoky brisket with creamy Queso Blanco and a touch of heat.

Brisket Fans Take Over the Kitchen

To celebrate the return of Smoked Brisket, Chipotle invited superfans into its restaurant kitchens to experience firsthand how the protein is prepared. The group includes food creators Max Greb ([Max the Meat Guy](#)) and Newton Nguyen ([Newt](#)), along with reality star and longtime Chipotle fan [Carl Schmidt](#).

Building on the brand's [100 Creators campaign](#) that launched in August, the new creative, developed with agency partner KIDS, follows Smoked Brisket fans as they join Chipotle team members in the kitchen to prepare the protein and capture the experience from their own perspectives.

Watch the new campaign here: https://www.youtube.com/watch?v=XdDp0vCG8_c

Photo and video assets are available here: <https://www.dropbox.com/scl/fo/2l5zvjbh63sq4ecjef00v/AMETNEjb-P7TkPF5dzExuX8?rlkey=bbmnlkowcunmivrwjdy0mgp1x&st=z2uvdk69&dl=0>

Smoked Brisket, Delivered

Chipotle will offer \$0 delivery fees on Smoked Brisket orders placed through the Chipotle app, [Chipotle.com](https://www.chipotle.com) and [Chipotle.ca](https://www.chipotle.ca) from November 5 through November 18, making it easier for fans to stay in the game while getting the limited-time protein delivered to their door.¹

¹ – 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 November 5-November 18, 2026, only, within Chipotle's delivery areas from participating U.S. and Canada locations, during normal operating hours for such locations. Purchase of Smoked Brisket entrée required.

Minimum order is \$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.com, Chipotle.ca 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.

For further information: Erin Wolford, (949) 524-4035, MediaRelations@chipotle.com

Additional assets available online: [PHOTOS \(1\)](#)

<https://newsroom.chipotle.com/2026-10-26-CHIPOTLE-TO-BRING-BACK-MESQUITE-SMOKED-BRISKET-FOR-THE-HEART-OF-FOOTBALL-SEASON>