CHIPOTLE BRINGS BACK RECORD-BREAKING "TATTED LIKE A CHIPOTLE BAG" BOGO ON FRIDAY, NOVEMBER 13

- Chipotle's Friday the 13th promotion returns Friday, November 13 with a one-hour flash BUY-ONE-GET-ONE (BOGO) entrée offer for tattooed guests from 3 to 4 p.m. local time at participating restaurants across the U.S. and Canada[1]
- Chipotle superfan and multi-platinum selling, GRAMMY® and Golden Globe nominated recording artist Wiz Khalifa is teaming up with the brand to co-create limited-edition to-go bags featuring designs inspired by his tattoos, available exclusively at a Chipotle restaurant in his hometown of Pittsburgh during the promotion[2]

NEWPORT BEACH, Calif., Nov. 9, 2026 /PRNewswire/ -- Chipotle today announced the return of its "Tatted Like a Chipotle Bag" BUY-ONE-GET-ONE (BOGO) offer on Friday, November 13, after the promotion helped drive the highest single-day sales in company history earlier this year. From 3 to 4 p.m. local time, guests who visit a Chipotle restaurant with a tattoo can score a BOGO entrée. [1] Permanent ink, temporary tattoos and drawn-on designs all count.

Tatted Like Wiz
Chipotle is flipping the "tatted like a Chipotle bag" meme on its head. For this iteration of the promotion, the brand teamed up with Wiz Khalifa to create limited-edition to-go bags featuring designs based on some of the artist's own tattoos and signed by Wiz himself.

The limited-edition bags will be available at Chipotle's Oakland neighborhood restaurant, located at 3510 Forbes Ave., Pittsburgh, PA 15213, on Friday, November 13, from 3 to 4 p.m. ET while supplies last. [2] Chipotle Rewards members in the U.S. can enter to win one of 13 Chipotle x Wiz Khalifa to-go bags through the Chipotle Rewards Exchange. From November 12 through November 14, members can exchange 10 points to enter the sweepstakes, with a maximum of 20 entries.[3]

A longtime Chipotle fan, Wiz's go-to order is a double chicken bowl with white rice, roasted chili-corn salsa, romaine lettuce and a side of chips and guac, which guests can order directly from the Chipotle app and Chipotle website beginning Friday, November 13. The partnership announcement arrives days before Wiz releases his new album "COOL" on the same day as Chipotle's Friday the 13th BOGO.

"I've been a big Chipotle fan for years, so seeing my tattoos take over the bags is wild," said **Wiz Khalifa**. "Usually people are trying to get tatted like a Chipotle bag—now the Chipotle bags are tatted like me. Getting to do it in Pittsburgh makes it even better."

"Friday the 13th gives our tattooed fans a chance to show off their favorite ink and get rewarded for it," said **Stephanie Perdue, Senior Vice President of Brand Marketing at Chipotle**. "Every tattoo has a story, and this BOGO gives fans a fun way to share theirs."

Additional photo assets are available to download HERE.

Breaking Records on Friday the 13th
Chipotle first transformed the viral "tatted like a Chipotle bag" meme into a Friday the 13th promotion in June 2025, driving the company's highest sales ever during the non-peak 3 to 4 p.m. hour. When the BOGO returned on March 13, 2026, the promotion helped drive the highest single-day sales in Chipotle's history at the time, approximately 10% higher than the brand's previous record set on National Burrito Day 2024.

The concept draws from the tattoo community's Friday the 13th tradition, when tattoo shops release flash sheets of small, pre-designed tattoos for the occasion. "Tatted like a Chipotle bag" originally gained traction online after fans compared heavily tattooed looks to the bold, hand-drawn artwork featured on Chipotle's to-go bags. Since Chipotle turned the meme into a Friday the 13th BOGO, some fans have taken the joke even further, sharing on TikTok that they got inked specifically for the promotion (see HERE, HERE, HERE).

1 – The BUY-ONE-GET-ONE (BOGO) promotion is limited to five free menu items per check and is subject to availability. Each free item requires purchase of an entrée item of equal or greater value and may be collected only by a tattoo-wearing customer. A tattoo can mean a real tattoo, a temporary tattoo, a drawn-on tattoo, or another creative iteration invoking tattoos, as determined at the sole discretion of restaurant staff. Valid only on November 13, 2026, from 3 to 4 p.m. local time. Redeemable in-restaurant only, at participating Chipotle locations in the U.S. and Canada; not valid for catering, mobile, online or delivery orders. Kids' meals do not count as an entrée purchase. 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. Chipotle reserves the right to modify or terminate this offer at any time without notice.

2 – Purchase required; purchasers will receive one limited-edition to-go bag per transaction beginning at 3:00 p.m. ET and

continuing while supplies last. Limit one per person. Available only on in-restaurant purchases from the Chipotle location at 3510 Forbes Ave., Pittsburgh, PA 15213. Additional restrictions may apply.

3 – **NO PURCHASE NECESSARY**. Open to legal residents of the 50 U.S. & D.C., 13+ who are Chipotle Rewards members. Promotion Period: November 12, 2026 at 12:01 a.m. PT through November 14, 2026 at 11:59 p.m. PT. Mail-in entries must be postmarked by November 14, 2026 and received by November 20, 2026. For Official Rules including how to enter, free entry method**,** entry limitations, odds, prize descriptions, & complete details visit chipotle.com/wiz-khalifa-to-go-bag-sweepstakes. 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 September 30, 2026, in the United States, Canada, the United Kingdom, France, Germany, Mexico, the Middle East, and South Korea. Chipotle 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.

SOURCE Chipotle Mexican Grill

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Additional assets available online: PHOTOS (1)

https://newsroom.chipotle.com/2026-11-09-CHIPOTLE-BRINGS-BACK-RECORD-BREAKING-TATTED-LIKE-A-CHIPOTLE-BAG-BOGO-ON-FRIDAY,-NOVEMBER-13