MediaRoom

CHIPOTLE DEBUTS THE "SNEAK IT IN" HOODIE DESIGNED TO DISCREETLY BRING BURRITOS TO THE MOVIES

- Dropping November 18 at 9 a.m. PT exclusively on ChipotleGoods.com, the limited-edition "Sneak It In" hoodie arrives in time for hit movie releases and holiday gifting
- The hoodie features a hidden, insulated pocket designed to fit a Chipotle burrito or entrée and help keep it warm until showtime, plus a dedicated napkin pocket
- Available in three Chipotle-inspired colorways: Nothing To See Here Black, No Burrito Here Brown and Got the Goods Gray

NEWPORT BEACH, Calif., Nov. 16, 2026 /PRNewswire/ -- Forget popcorn. With two of the year's biggest movie releases set to hit theaters in the weeks ahead, Chipotle Mexican Grill (NYSE: CMG) today announced a new way for fans to bring their favorite entrée to their seats. Introducing the "Sneak It In" hoodie, a limited-edition sweatshirt with a built-in insulated pocket designed to stash a Chipotle burrito, bowl, salad or tacos and help keep it warm on the way to the theater.

According to YouGov, 63% of Americans say they have snuck food or drinks into a movie![1] Inspired by fans bringing their go-to Chipotle orders to screenings (see examples HERE, HERE, HERE, HERE), the "Sneak It In" hoodie simplifies the process for fans.

Built for Burritos. Made for the Movies.
The "Sneak It In" hoodie has everything a Chipotle fan needs to turn dinner and a movie into dinner at the movie:

- **A discreet burrito pocket:** Hidden inside the hoodie, a lined and insulated pocket is sized to fit a Chipotle burrito, bowl, salad or tacos and help keep it warm until showtime.
- **A dedicated napkin pocket:** Because bringing the burrito but forgetting the napkins is a rookie move.
- **A streetwear-inspired fit:** Designed with an oversized, unisex fit for a relaxed streetwear look.
- **Three colorways:** The "Sneak It In" hoodie will be available in three colorways:
    - Nothing To See Here Black
    - No Burrito Here Brown
    - Got the Goods Gray

The limited-edition "Sneak It In" hoodie will retail for $53 USD with free shipping and will be available exclusively at ChipotleGoods.com in the U.S. and Canada beginning November 18 at 9 a.m. PT, while supplies last. Each hoodie comes with a free entrée card to put that burrito pocket to good use at the movies or wherever fans want to enjoy Chipotle.[2]

Chipotle Rewards members in the U.S. can enter to win a "Sneak It In" hoodie through the Chipotle Rewards Exchange. From November 16 through November 22, members can exchange 10 points to enter the sweepstakes, with a maximum of 20 entries.[3]

"Everything about going to the movies has gotten better over the years. Bigger screens, better sound, more comfortable seats. But the food? We're still choosing between popcorn, candy and nachos," said **Kirby Ann Connell, Senior Director of Social and Influencers at Chipotle**. "Movie nights deserve real, craveable food. And since our fans were already sneaking Chipotle to theaters, we figured we'd make it a little easier. Sometimes innovation is as simple as putting a burrito pocket in a hoodie."

Assets are available to download HERE.

Chipotle Holiday Gifting
Arriving just in time for a packed movie season, the "Sneak It In" hoodie makes an unexpected holiday gift for the Chipotle fan in your life. Chipotle is also offering new physical and virtual holiday-themed gift cards, perfect for stuffing stockings. In the U.S., the first 15,000 purchases of $50 or more in e-gift cards online from November 27 through November 30 will receive a $10 bonus code, while supplies last.[4] Fans can learn more and purchase Chipotle gift cards at Chipotle.com/gift-cards.

1 – Source: YouGov "Americans' Rules For Movie Theater Etiquette" (2024)

2 – Free entrée card expires December 31, 2027, and is subject to the terms and conditions stated on the physical card.

3 – NO PURCHASE NECESSARY. Open to legal residents of the 50 U.S. and D.C., 13+ who are Chipotle Rewards members. Promotion Period: November 16, 2026 at 12:01 a.m. PT to November 22, 2026 at 11:59 p.m. PT. Mail-in entries must be postmarked by November 22, 2026 and received by November 28, 2026. For Official Rules, including how to enter, free entry method, entry limitations, odds, prize descriptions, and complete details visit Chipotle.com/sneak-it-in-hoodie-sweepstakes. Sponsor: CMG Strategy Co., LLC.

4 – Valid for the first 15,000 purchases from November 27 through November 30, 2026 of at least $50 in e-gift cards from the Chipotle online gift card store at Chipotle.com/gift-cards. Offer not available for in-restaurant purchases or for physical gift cards in the online store. Purchaser receives the full value of the e-gift card. Qualifying purchases will receive one single-use code per transaction, valid for up to $10 in purchase price plus applicable tax at participating U.S. Chipotle restaurants; while supplies last, code will appear in cart for qualifying purchases. $10 code will expire December 11, 2026 and terms and conditions will apply. US only. 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 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)

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