CHIPOTLE QUENCHES STUDENTS' THIRST WITH FREE DRINK PROMOTION

Chipotle offers students free drinks with food purchase during the month of September

DENVER--(BUSINESS WIRE)--Aug. 29, 2016-- Today,Chipotle Mexican Grill, Inc. (NYSE:CMG) announced a promotion to help make heading back to school a little easier. During the entire month of September, high school and college students with a valid ID can enjoy free fountain soft drinks or iced tea with any in-store entrée purchase.

This Smart News Release features multimedia. View the full release here: http://www.businesswire.com/news/home/20160829005025/en/

"It can be tough when the end of the summer collides with the reality of heading back to school," saidChris Arnold, communications director at Chipotle. "We're filling – and refilling – students' cups at all Chipotle locations to celebrate the beginning of the new academic year."

Transactions that include the free student drink will still count toward Chiptopia, Chipotle's loyalty program that rewards customers who make multiple paid visits to Chipotle each month with free food when transactions total at least six dollars.

The student drink promotion is open to high school (including home schooled students), undergraduate or graduate college students who present a valid ID. This promotion includes fountain soft drinks and iced tea and excludes any bottled drinks (Izze, Nantucket). Free drinks are limited to one per person, per visit, and are only valid with in-store orders.

For more information, please visit Chipotle.com/septemberfreedrink.

ABOUT CHIPOTLE

Steve Ells, founder, chairman and co-CEO, started Chipotle with the idea that food served fast did not have to be a typical fast food experience. Today, Chipotle continues to offer a focused menu of burritos, tacos, burrito bowls (a burrito without the tortilla) and salads made from fresh, high-quality raw ingredients, prepared using classic cooking methods and served in a distinctive atmosphere. Through our vision of Food With Integrity, Chipotle is seeking better food from using ingredients that are not only fresh, but that — where possible — are sustainably grown and raised responsibly with respect for the animals, the land and the farmers who produce the food. In order to achieve this vision, we focus on building a special people culture that is centered on creating teams of top performers empowered to achieve high standards. This people culture not only leads to a better dining experience for our customers, it also allows us to develop future leaders from within. Chipotle opened with a single restaurant in 1993 and operates more than 2,000 restaurants, including 24 Chipotle restaurants outside the US and 14 ShopHouse Southeast Asian Kitchen restaurants, and is an investor in an entity that owns and operates four Pizzeria Locale restaurants. For more information, visit Chipotle.com.

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Source: Chipotle Mexican Grill, Inc.

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