CHIPOTLE BRINGS FAMILIES TOGETHER WITH FREE KID'S MEALS ON SUNDAYS

Kids eat free every Sunday in September with the purchase of an entrée

DENVER--(BUSINESS WIRE)--Aug. 30, 2016-- Chipotle Mexican Grill, Inc. (NYSE: CMG) today announced a promotion that is sure to keep everyone in the family satisfied. Every Sunday during the month of September, customers will receive a free kid's meal with the purchase of an entrée. To accompany each kid's meal, Chipotle has also partnered with the beloved children's book, *Dragons Love Tacos* by Adam Rubin and illustrated by Daniel Salmieri to create limited edition in-store activity sheets that are fun for the whole family to complete.

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"For more than two decades we have been serving families better food made with ingredients parents can trust — ingredients raised with respect for the land, the animals, and the farmers who produce them," said Chris Arnold, communications director at Chipotle. "We think good food is at its best enjoyed with good company, and we hope families will join us on Sundays to share a meal together."

The kid's meal promotion is valid when purchasing a burrito, bowl, salad or order of tacos, and includes any Chipotle kid's meal, including the build your own option and the quesadilla. Transactions that include the free kid's meal will 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 $6. The promotion is available every Sunday in September.

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

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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