NO MATTER THE DIET, CHIPOTLE HAS YOU COVERED

Chipotle's online tool helps customers meet their dietary needs in the New Year without sacrificing freshness or taste

DENVER--(BUSINESS WIRE)--Jan. 4, 2017--Chipotle Mexican Grill (NYSE: CMG) announced today its New Year's resolution: an online tool to help customers not just count calories, but make calories count. Chipotle is launching a dietary options page that shows which ingredients are right for specific individual needs, so that customers can build a specifically customized meal, no matter their dietary restrictions or preferences. Whether eating vegan, avoiding gluten or looking to pump up the protein, Chipotle's menu has the right combination for everyone.

"Many New Year's resolutions involve a pledge to live a more active and healthy lifestyle," said Mark Crumpacker, chief marketing and development officer at Chipotle. "And our dietary options page can help you keep your New Year's resolution this year. The tool makes it easy to customize your meal with fresh ingredients from our everyday menu so you can stay on track with your goals."

To see which combinations are best for their personal health plan, customers can enter potential ingredient groupings into Chipotle's nutrition calculator. This webpage also recommends healthy ingredient combinations, such as:

- **Chicken Salad** (435 cal, 15.5g fat): Romaine lettuce, Responsibly Raised chicken, black beans, fresh mild tomato salsa and cheese (vinaigrette not included)
- **Vegetarian Salad** (405 cal, 23.5g fat): Romaine lettuce, black beans, sautéed bell peppers and onions, fresh mild tomato salsa and guacamole (vinaigrette not included)
- **3 Crispy Steak Tacos** (490 cal, 21.5g fat): Crispy corn tortillas, marinated and grilled Responsibly Raised steak, fresh mild tomato salsa, cheese and romaine lettuce

For years Chipotle has been providing fresh, Responsibly Raised ingredients grown and raised with respect for farmers, animals and the environment, and now it's making smart eating choices easy for customers, too.

Picky eaters welcome.

ABOUT CHIPOTLE

Steve Ells, Founder, Chairman and 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, and salads made from fresh, high-quality raw ingredients, prepared using classic cooking methods and served in an interactive style allowing people to get exactly what they want. Chipotle seeks out extraordinary ingredients that are not only fresh, but that are raised responsibly, with respect for the animals, land, and people who produce them. Chipotle prepares its food using whole, unprocessed ingredients and without the use of added colors, flavors or other additives typically found in fast food. Chipotle opened with a single restaurant in Denver in 1993 and now operates more than 2,200 restaurants. For more information, visit Chipotle.com.

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Source: Chipotle Mexican Grill

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