NEW CHIPOTLE "'CADO CRUSHER" GAME REWARDS PLAYERS WITH FREE CHIPS AND GUACAMOLE

Digital experience showcases ingredients while challenging players for a chance to win free chips and guac

DENVER--(BUSINESS WIRE)--Jan. 24, 2017--Chipotle Mexican Grill (NYSE: CMG) in partnership with Avocados From Mexico announced today a new online game called 'Cado Crusher, where users have three rounds to smash and combine ingredients to make their own version of Chipotle's delicious guacamole.

Players are rewarded with a mobile offer good for a free order of chips and guacamole, with purchase of an entrée, at any Chipotle in the US. Users may play 'Cado Crusher anytime January 24 through February 7, while supplies last, with all offers expiring February 28, 2017. There is a limit of one offer per person, per mobile number.

"This game provides a fun way for our customers to see the short list of quality ingredients that go into each and every batch of our scratch-made guacamole, while also giving them a chance to enjoy some chips and guac on us to complement their meal," said Mark Crumpacker, chief marketing and development officer at Chipotle.

Chipotle's guacamole is made from scratch throughout the day. Each batch of ripe avocados is hand-mashed and seasoned with freshly diced red onions, jalapeno peppers, cilantro, citrus juice and salt. Each of Chipotle's 2,200-plus restaurants goes through approximately five cases of avocados a day, amounting to about 45,000 pounds of avocados in each restaurant annually. The company sources avocados exclusively from Mexico in certain months to ensure the taste and quality of its guacamole is the absolute best. Chipotle also buys avocados from California, Chile and Peru based on peak growing seasons.

"Avocados From Mexico is excited to partner with Chipotle this month to celebrate the star ingredient in their popular guacamole -- fresh, great-tasting avocados," said Alvaro Luque, president of Avocados From Mexico. "Guacamole super fans, and those new to Chipotle, will enjoy the 'Cado Crusher game as part of our promotion around the Big Game, and we are thrilled to team up with Chipotle to provide free guacamole to their customers across the country."

To learn more and play 'Cado Crusher, please visit cadocrusher.com. To access Chipotle's signature guacamole recipe, visit chipotle.com/guac-recipe.

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.

ABOUT AVOCADOS FROM MEXICO

Avocados from Mexico (AFM) is a wholly-owned subsidiary of the Mexican Hass Avocado Importers Association (MHAIA), formed for the purpose of advertising, promotion, public relations and research for all stakeholders of Avocados From Mexico. Under agreements, MHAIA and the Mexican Avocado Producers & Packers (APEAM A.C.) have combined resources to fund and manage AFM, with the intent to provide a focused, highly effective and efficient marketing program in the United States. AFM is headquartered in Irving, Texas.

View source version on businesswire.com: http://www.businesswire.com/news/home/20170124005572/en/

Source: Chipotle Mexican Grill

Chipotle Mexican Grill
Chris Arnold, 303-222-5912
carnold@chipotle.com
