CHIPOTLE EXPANDS READING REWARDS PROGRAM FOR EDUCATORS

Chipotle motivates young readers with reading rewards, incentivizing book smarts with delicious food

DENVER--(BUSINESS WIRE)--Feb. 8, 2017-- Chipotle Mexican Grill (NYSE: CMG) announced today the expansion of the Chipotle Reading Rewards program, which rewards young readers with free Chipotle kid's meals for reaching their reading goals.

"We understand the importance of early literacy, and want to encourage kids of all ages to read," said Mark Crumpacker, chief marketing and development officer at Chipotle. "Giving back is always a priority for us, and we are pleased to supply teachers and librarians with the motivational resources they need for successful reading programs."

Chipotle has provided reading rewards for libraries across the country for summer reading programs for close to a decade. As part of the expanded program, Chipotle is making rewards available for application on its website and also opening up this resource to schools. While most schools and libraries have their own reading programs, Chipotle can provide a reading log for approved applicants who do not have an existing program in place.

Participants who reach their reading goals will be rewarded with a free kid's meal card. The Chipotle kid's meal consists of the "build your own" option or a cheese quesadilla, both of which are served with a drink and kid's chips or fruit. Teen reading programs can also be supported if educators specify an older audience in their application. If approved, buy-one-get-one (BOGO) vouchers will be provided for teen readers.

To apply for the Chipotle Reading Rewards program, teachers and librarians can visit chipotle.com/reading. Each school or library may only apply for Chipotle reading rewards once per year. Applicants should be prepared to use a valid school or library email address and request the cards to ship directly to the school or library district.

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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