BOORITO IS BACK AND THIS YEAR CHIPOTLE IS SWEETENING THE DEAL

No trick: Costumed customers score entrees for three bucks, plus a chance to win free burritos for a year

DENVER--(BUSINESS WIRE)--Oct. 17, 2017--Chipotle Mexican Grill (NYSE: CMG) will be holding their annual Halloween Boorito celebration on Tuesday, Oct. 31, from 3 p.m. to closing, at all Chipotle locations. Customers who show up in costume will be treated to a three-dollar burrito, bowl, salad or order of tacos. This year, Chipotle is also sweetening the deal with a sweepstakes. Customers can text “BOORITO” to 888222 between Oct. 16 and Oct. 31 at midnight to be entered to win free burritos for an entire year.

“Boorito is a Chipotle tradition. Our customers love it, and our restaurant teams have a great time, too,” saidMark Crumpacker, chief marketing and development officer at Chipotle. “Whether your costume is elaborate, or you just grab some aluminum foil and arrive as a burrito, it’s a great way to add some delicious food to your Halloween celebration.”

Boorito has long been a Chipotle tradition, when customers and fans of all ages have fun dressing up all in the spirit of Halloween (and burritos). For more information about this year’s Boorito celebration, and the Burritos for a Year sweepstakes, please visit www.chipotle.com/boorito.

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 only real, whole ingredients, and is the only national restaurant brand that uses absolutely no added colors, flavors or other industrial additives typically found in fast food. Chipotle opened with a single restaurant in Denver in 1993 and now operates more than 2,300 restaurants. For more information, visit Chipotle.com.

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Source: Chipotle Mexican Grill

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