CHIPOTLE'S NEW MOBILE APP MAKES ORDERING REAL FOOD ON-THE-GO EVEN EASIER

New Chipotle app, available on iPhone and Android, includes quick reorder, easier customization of meals, and Apple and Android pay

DENVER--(BUSINESS WIRE)--Nov. 6, 2017-- Chipotle Mexican Grill (NYSE: CMG) has announced a new mobile app that is available for download starting today on Apple and Android devices.

Whether a first-time mobile user or an online ordering regular, the app enhances guests' on-the-go Chipotle experience by offering features such as quick reorder of their favorite meals, streamlined payment options and the ability to receive, store and redeem Chipotle offers.

"Our guests are increasingly mobile and on the go, and they want and deserve the same intuitive, accurate and convenient ordering experience they get in our restaurants. That is exactly what our app delivers," said Curt Garner, chief digital and information officer at Chipotle. "The new app is just one of the steps we're taking to improve the guest experience through technology and innovation."

The app's new features include:

- Quick reorder of favorites or recent orders
- Ability to receive, store and redeem Chipotle offers
- Apple Pay
- Android Pay
- More user-friendly store locator
- Streamlined user experience and enhanced design

The app is just one of the ways Chipotle is working to improve the guest experience. Earlier this year Chipotle rolled out "Smarter Pickup Times," which allows customers who order digitally to benefit from shorter and more accurate pickup times and the ability to reserve a future pickup time.

"Smarter Pickup Times" and second make lines in restaurants also improve the company's ability to process more digital orders without disrupting service or increasing line wait times for customers who order in restaurants. To accommodate online orders, most restaurants are now equipped with a dedicated prep line.

Guests can download the new app on the Apple App Store or Android Google Play.

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

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