WHO SAYS GUAC IS EXTRA? CHIPOTLE'S GUAC IS FREE ON JULY 31, NATIONAL AVOCADO DAY

Chipotle celebrates fans' love for avocados with free guac for online and mobile app purchases.

DENVER, July 26, 2018 /PRNewswire/ -- Chipotle Mexican Grill (NYSE: CMG) is offering a special, one-day promotion for guacamole lovers across the country on Tuesday, July 31. To celebrate National Avocado Day and this star ingredient, customers can enjoy free guac with an online or in-app purchase of an entree.

"Our fresh, homemade guacamole has a massive fan following," saidChris Brandt, chief marketing officer at Chipotle. "We want to show our love for the avocado and reward our customers' guac obsession. Plus, it's a major bonus that you can skip the line when you order ahead with our app or at chipotle.com."

To redeem the offer, customers can log in or create an account in the Chipotle mobile app or at chipotle.com. After selecting an entrée, customers can choose to add guac as an add-on, a side item or as a regular order of chips and guac. To finalize the order before checkout, customers should enter the coupon code AVOCADO. The offer is not valid for in-store purchases, has a limit of one free item per customer, and may not be combined with other coupons, promotions or special offers. Additional terms may apply; void where prohibited.

ABOUT CHIPOTLE
Chipotle Mexican Grill, Inc. (NYSE: CMG) is cultivating a better world by serving responsibly sourced, classically-cooked, real food with wholesome ingredients without added colors, flavors or other additives. Chipotle has more than 2,400 restaurants as of March 31, 2018 in the United States, Canada, the United Kingdom, France and Germany and is the only restaurant company of its size that owns and operates all its restaurants. With more than 70,000 employees passionate about providing a great guest experience, Chipotle is a longtime leader and innovator in the food industry. Chipotle is committed to making its food more accessible to everyone while continuing to be a brand with a demonstrated purpose as it leads the way in digital, technology and sustainable business practices. Steve Ells, founder and executive chairman, first opened Chipotle starting with a single restaurant in Denver, Colorado in 1993. For more information or to place an order online, visit WWW.CHIPOTLE.COM.

SOURCE Chipotle Mexican Grill

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