HOLY GUACAMOLE! CHIPOTLE AVOCADO DAY PROMOTION SMASHES RECORDS

Guac lovers rejoice! Chipotle thanks fans for record setting day by extending promotion through Wednesday

DENVER, Aug. 1, 2018 /PRNewswire/ -- Chipotle Mexican Grill (NYSE: CMG) experienced its highest recorded digital sales day in company history thanks to its National Avocado Day promotion. Demand for the free guacamole offer drove digital sales up nearly 60 percent, leading to Chipotle's biggest summer sales day ever.

"We were blown away by the excitement around our free guacamole offer," saidChris Brandt, chief marketing officer at Chipotle. "Demand was so high, our app and online store were flooded with orders, resulting in our biggest summer sales day to date. Breaking this record also broke the internet, so we want to make sure everyone can take advantage of our offer by joining us today for more free guac."

In addition to being Chipotle's biggest summer sales day and record breaking for internet sales, it also generated more, new app downloads than on any other single day. And, almost 700,000 avocados were used to meet customer demand, which is almost 200,000 more than an average day.

As a thank you to fans, Chipotle is extending yesterday's promotion and offering free guacamole today with the purchase of any entrée, while supplies last. The offer is valid on online and app purchases only, has a limit of one 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 had more than 2,450 restaurants as of June 30, 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, visitWWW.CHIPOTLE.COM.

SOURCE Chipotle Mexican Grill

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