HAPPY NATIONAL GUACAMOLE DAY! CHIPOTLE INTRODUCING LARGE GUAC SIDE, RELEASING NEW GIPHY STICKERS TO CELEBRATE

Holy Guacamole! Customers can now order an 8-oz. side of guacamole, or a large guac and chips; Chipotle releases new guac-themed stickers, filters on Instagram and Snapchat this weekend in honor of National Guacamole Day

NEWPORT BEACH, Calif., Sept. 14, 2018 /PRNewswire/ -- Chipotle Mexican Grill (NYSE: CMG) is now offering customers the option to purchase a large-sized guacamole side, just in time for National Guacamole Day on September 16. Previously, the guacamole side only came in a 4-oz. size, but guac fans will rejoice as they can now purchase an 8-oz. large guac as a side item or with a large order of chips at participating restaurants.

"Guac has long been one of Chipotle's most beloved items," saidChris Brandt, chief marketing officer at Chipotle. "In fact, customers order nearly 50 million pounds of guacamole from our restaurants per year, and we use more than 450,000 avocados in our restaurants every single day. Many of our customers can't get enough of our guac, and we're thrilled to give people even more options to get their guac fix."

In further celebration of National Guacamole Day, Chipotle will roll out an expanded Giphy sticker set on Instagram this Saturday. On Sunday, celebratory Snapchat filters and guacamole-themed stickers will also be released.

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, visit WWW.CHIPOTLE.COM.

SOURCE Chipotle Mexican Grill

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