CHIPOTLE LAUNCHES NEW 'FOR REAL' CAMPAIGN PLACING ITS REAL INGREDIENTS IN THE SPOTLIGHT

Chipotle leading the way with radical ingredient transparency

NEWPORT BEACH, Calif., Sept. 24, 2018 /PRNewswire/ -- Chipotle Mexican Grill (NYSE: CMG) is launching its brand new 'For Real' integrated marketing campaign, emphasizing its long-standing commitment to preparing real food made with real ingredients. Beginning today, Chipotle will celebrate the real ingredients all Chipotle food is made with, featuring all of its ingredients prominently in its nearly 2,500 restaurants, on Chipotle.com, the company's social media channels and in advertising.

"Chipotle's new For Real tagline and mission brings us back to our roots and reflects the principles we were founded on 25 years ago," said Chris Brandt, chief marketing officer at Chipotle. "Chipotle has always emphasized food prepared fresh daily in all of our restaurants and we wanted this campaign to highlight that, reflecting our real principles and 'real' as a way of acting in the world. While often long and complicated ingredient lists are common in today's food industry, we like to say the only ingredient that's hard to pronounce at Chipotle is 'Chipotle'."

New campaign creative will feature Chipotle's very short list of 51 ingredients – ingredients everyone can both recognize and pronounce – in an effort to make this information accessible to all consumers and encourages other restaurants to follow suit. Chipotle's new campaign will be featured across traditional TV ads, out of home ads, digital and print ads as well as all of Chipotle's owned channels including social media and their website. Additionally, Chipotle is launching a new, second Instagram account, @ChipotleForReal, that is designed to educate followers about each of Chipotle's 51 ingredients.

For 25 years, Chipotle has believed that there is a connection between how food is raised and prepared to how it tastes. These principles result in real flavors and real ingredients that are responsibly sourced. But real isn't just a way of sourcing, cooking, and eating. Real is a way of acting in the world. Chipotle stands for real food, real action and real change.

For more information and to see the full ingredient list, please visit Chipotle.com.

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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Additional assets available online: PHOTOS (1)

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