# CHIPOTLE CELEBRATES COLLEGE FOOTBALL FANS WITH THE FREE DELIVERY BOWL

## Chipotle Saves Millions Forgoing Traditional Sponsorship and Gives It Back to Fans

NEWPORT BEACH, Calif., Dec. 18, 2018 /PRNewswire/ -- Chipotle Mexican Grill (NYSE: CMG) today announced a new way to celebrate bowl season with the launch of the first-ever Chipotle Free Delivery Bowl. From now through January 7, Chipotle enthusiasts and college football fans everywhere can cheer on their favorite teams with free delivery on any Chipotle order worth $10 or more.

"Given the iconic nature of Chipotle's Burrito Bowl, many consumers have pointed out that we should sponsor a bowl game," said Chris Brandt, chief marketing officer at Chipotle. "We listened and decided to do something about it. But, rather than spending millions on a traditional game sponsorship, we decided to give that money back to our fans in the form of free delivery."

In previous bowl seasons, people relied on the limited delivery options available, but now that Chipotle offers delivery, fans can enjoy real food made with real ingredients from the comfort of their own couches, tailgating in the stadium parking lot, or hosting a watch party. With the help of expanded delivery partnerships, and the ability to offer delivery directly within Chipotle's mobile app and website, the company has seen steady growth in digital orders. Last quarter, digital sales grew 48%, with digital orders accounting for 11.2% of sales. Chipotle has also been achieving industry-leading delivery times, made possible by the digital pick-up shelves the company is rolling out nationwide to help customers and delivery drivers get food even faster. Additionally, tech-enabled second-make lines allow employees to quickly prepare fresh entrees as digital orders are placed – without impacting service for in-restaurant customers.

To redeem the offer, all bowl fans need to do is place a delivery order via the Chipotle mobile app or online at order.chipotle.com. All orders of $10 or more (excluding tax) will automatically be eligible for free delivery, with no coupon code needed.

This offer is valid only for orders placed and fulfilled on or before January 7, 2019 (subject to earlier termination at Chipotle's sole discretion) from participating Chipotle locations within Chipotle and DoorDash's delivery areas, during normal operating hours for such locations. Deliveries are subject to availability. Offer cannot be combined with other offers or promo codes and is non-transferrable. No adjustments to previous purchases. Valid only at order.chipotle.com or on the Chipotle app; not valid on orders placed via third party delivery platforms. Chipotle reserves the right to modify or terminate this offer at any time without notice. Additional restrictions 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 September 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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