CHIPOTLE OFFERS FREE GUAC AND SERVES UP A TIKTOK DANCE CHALLENGE IN HONOR OF NATIONAL AVOCADO DAY

Chipotle's iconic guac will be free on any entrée ordered in the Chipotle app or on Chipotle.com

NEWPORT BEACH, Calif., July 25, 2019 /PRNewswire/ -- Chipotle Mexican Grill (NYSE: CMG) announced today it's celebrating National Avocado Day on Wednesday, July 31st by offering free guac on any entrée purchased in Chipotle's app or on chipotle.com. The brand is also issuing its second official TikTok challenge, #GuacDance, set to begin on Friday, July 26.

Featuring, internet sensation Dr. Jean and her infamous guac song, the TikTok challenge invites guac fans to show off moves dedicated to everyone's favorite fruit. YouTuber and Chipotle super-fan Brent Rivera has already committed his participation in the dance-off. Chipotle was the first restaurant brand to partner with TikTok for a hashtag challenge in the United States with the #ChipotleLidFlip challenge in May.

Additionally, Chipotle will be inviting a number of iHeartRadio on-air personalities across the country into its restaurants for an engaging and transparent lesson on how to make fresh guac behind the line. From New York to Los Angeles, radio personalities including Skeery Jones and Alex Gervasi will see if their mashing skills will hold up to their talking skills. The iHeartRadio on-air personalities will see firsthand the real ingredients behind every batch and true culinary skills that Chipotle employees possess.

"We are excited to continue showing up in unexpected places and platforms in innovative ways," said Chris Brandt, Chief Marketing Officer of Chipotle. "You can't see the work that goes into our freshly made guac on the radio so we decided to get our friends from iHeartRadio behind the line to truly see and experience how we utilize real ingredients every day."

The free guac offer is valid only on July 31, 2019, with the purchase of a regular-priced entrée, on digital orders only (delivery and order ahead). Offer limited to one free guacamole topping per entree and is subject to availability. No promo code required. $10 minimum delivery applies. Offer available only in the US, via the Chipotle app and chipotle.com. Offer not available from third party delivery platforms. May be redeemed with a Chipotle Rewards entrée, but may not otherwise be combined with other coupons, promotions or special offers. Void where prohibited; additional restrictions may apply.

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 artificial colors, flavors or preservatives. Chipotle had approximately 2,500 restaurants as of June 30, 2019, 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 80,000 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 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

For further information: Erin Wolford, (949) 524-4035, MediaRelations@chipotle.com

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Additional assets available online: PHOTOS (1) VIDEO (1)

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