CHIPOTLE LAUNCHES NEW EGIFT CARD PROGRAM TO SUPPORT HEALTHCARE HEROES

Chipotle will match 10% of the limited edition egift card purchases and donate to Direct Relief

NEWPORT BEACH, Calif., April 7, 2020 /PRNewswire/ -- Chipotle Mexican Grill (NYSE: CMG) today announced a new egift card program that will support healthcare workers on the frontlines. The brand will be matching 10% of special egift card purchases and donating to Direct Relief, an organization working to provide personal protective equipment and essential medical items to healthcare workers in the U.S. and around the world.

Fans can learn more and purchase a Healthcare Heroes egift card through May 31 by visiting: https://www.chipotle.com/healthcareheroes

"We wanted to create an easy way for our fans to come together and support our healthcare heroes," said Chris Brandt, Chief Marketing Officer. "Proceeds from the gift cards will help Direct Relief's efforts to provide brave medical workers with the supplies they need to help save lives."

Last week, Chipotle announced it is giving away 100,000 burritos to healthcare heroes working at various hospitals and medical offices across the country. Through April 10, Chipotle, alongside DoorDash, the leading logistics platform, will continue to deliver the burrito orders in honor of World Health Worker Week.

Chipotle is offering free delivery on any order $10 or more via the Chipotle app and Chipotle.com through April 30 to increase access to real food for customers nationwide. The brand's Delivery Kitchens, which are comprised of dedicated ingredient stations operated by special teams, will continue to prepare digital orders with care. Chipotle is taking additional precautions to help ensure customer safety during this time including: a tamper evident packaging seal for delivery orders, in-app delivery tracker providing step-by-step real-time updates as food travels from the restaurant to its destination, and a place for special instructions so guests can request a contactless delivery when ordering digitally.

The last day to purchase a Healthcare Heroes egift card is May 31, 2020. Purchaser receives the full value of the egift card. Proceeds will be based on specific Healthcare Heroes egift card denominations available via our website. Donation percentage of 10% of sales with minimum donation of $5,000, and maximum donation of $250,000.

Free delivery offer valid only for orders placed and fulfilled through 4/30/20, within Chipotle's delivery areas within the U.S. from participating U.S. Chipotle locations, during normal operating hours for such locations. Minimum order $10/maximum order $200, each excluding tax. Deliveries subject to availability. Not valid on catering or Burritos by the Box orders. Redemptions of Chipotle Rewards and other promotional offers may be included in a qualifying delivery order but do not count towards satisfaction of minimum purchase requirements. Valid only at 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 artificial colors, flavors or preservatives. Chipotle had over 2,600 restaurants as of December 31, 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 83,000 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. Chipotle's founder, Steve Ells, 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, Inc.

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