CHIPOTLE SHOWCASES COMPLETE CUSTOMIZATION AND LAUNCHES OFFICIAL TIKTOK HACK MENU

Guests who are missing dining out can side swipe in the Chipotle app to mirror the in-restaurant experience

NEWPORT BEACH, Calif., May 19, 2020 /PRNewswire/ -- Chipotle Mexican Grill (NYSE: CMG) today announced that its Complete Customization Chipotle app feature allows users to make any ingredient light, standard or extra. Guests at home craving the dining out experience or simply those who prefer to order digitally can access the feature by swiping from left to right on an ingredient in the Chipotle app when building out their digital entrée.

"We're working to integrate everything fans love about Chipotle restaurants into our app," said Curt Garner, Chief Technology Officer. "The interactions between our employees and customers moving down the line is so important, and Complete Customization lets our fans replicate the nuances of their favorite orders digitally."

To further showcase Complete Customization, Chipotle has released an official hack menu on TikTok that features unique combinations of classic Chipotle ingredients. In each video, Chipotle demonstrates how fans can use Complete Customization on the Chipotle app to create never-before-seen menu items, including:

- DIY Nachos
    - https://vm.tiktok.com/Tbk6mJ/
- The Extra Dip
    - https://vm.tiktok.com/Tgrymq/
- Taco Salad Hack
    - https://vm.tiktok.com/TgJPj7/

While using Complete Customization and testing out the new TikTok Hack Menu, Chipotle fans can enjoy $1 Delivery on any order $10 or more via the Chipotle app and Chipotle.com through May 31. Service fee applies. For more info visit www.chipotle.com/offer. Guests who sign up for Chipotle Rewards will earn 10 points for every $1 spent in the restaurant, online, or in the app, with 1,250 points resulting in a free entrée. Bonuses, like extra point days, help Chipotle Rewards members earn points more quickly so real food becomes real free, real fast.

Additional service fee applied at checkout. Valid for orders placed and fulfilled on 5/11/20-5/31/20 only, within Chipotle's delivery areas 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. Offer is not valid on catering or Burritos by the Box orders. 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 March 31, 2020, 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 85,000 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 former 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, Inc.

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

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