CHIPOTLE EXPANDS DIGITAL PLATFORM WITH CANADIAN APP LAUNCH AND U.S. ORDERING ENHANCEMENTS

Facebook Messenger, group ordering and donation option broaden U.S. digital capabilities

NEWPORT BEACH, Calif., June 17, 2020 /PRNewswire/ -- Chipotle Mexican Grill (NYSE: CMG) today announced a series of innovations to its digital platform to increase access and convenience for guests, including the introduction of the Chipotle app in Canada. Now guests in Canada can order their favorite Chipotle meals via Chipotle.ca or the Chipotle app, as well as through DoorDash and Uber Eats.

"Investing in our digital ecosystem in Canada will enhance the guest experience and position us well for future growth," said Anat Davidzon, Managing Director – Canada, Chipotle.

Chipotle is also introducing a series of enhancements to its mobile ordering capabilities including Pepper, its Concierge Bot on Facebook Messenger. Beginning June 22, customers can order on Messenger by visiting Facebook.com/chipotle or the Chipotle page on the Facebook app and selecting the "Message Us" option. Pepper will ask for the customer's location to find the closest Chipotle restaurant. Next, the customer will be guided through the ordering experience, which mirrors the in-restaurant process, allowing guests to completely customize meals with light, standard or extra ingredient quantities and sides. Customers also have the option to use natural language to simply describe their order to Pepper. Finally, a payment option can be selected, and new customers can create an account or checkout as a guest, while existing customers can login to their Chipotle Rewards (US-only) account to access saved payment info and redeem rewards. Orders will be created for mobile pickup or delivery, which are customized via the brand's Digital Kitchens, dedicated ingredient stations operated by special teams in nearly all Chipotle locations. Digital orders feature tamper evident packaging seals to help ensure food is secure upon pick-up in-restaurant or delivery.

"We're always working to enhance and optimize our digital capabilities and provide guests with a seamless ordering experience," said Curt Garner, Chief Technology Officer, Chipotle. "It is critical that we meet customers where they are spending time online and give guests ordering options that best fit their needs."

For individuals dining with family, friends, or coworkers, they can now utilize Chipotle's group ordering feature by simply selecting 'start a group order' on Chipotle.com. Customers will then be able to share a group order link, which allows multiple people to participate in the ordering process simultaneously. The checkout is handled by the host, and everyone can track the order via Chipotle.com.

Starting tomorrow, Chipotle will also be leveraging the Chipotle app and Chipotle.com as a donation platform to allow others to give back. Using a new technology feature, guests can round up their bill to the next highest dollar amount at checkout to donate to organizations advocating against issues like systemic racism and inequality, beginning with the National Urban League in June.

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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