CHIPOTLE TESTS SMOKED BRISKET IN SELECT MARKETS

The new protein option is now available in Cincinnati and Sacramento for a limited time

NEWPORT BEACH, Calif., Nov. 30, 2020 /PRNewswire/ -- Chipotle Mexican Grill (NYSE: CMG) today announced it is testing Smoked Brisket at 64 restaurants throughout Cincinnati and part of Sacramento, California. Chipotle's latest protein features smoked beef brisket that is seasoned with a special spice blend, seared on the grill every day, and finished with a sauce made with Mexican peppers.

"We're thrilled to offer a new, responsibly-sourced brisket that tastes terrific and meets our industry leading Food with Integrity standards," said Chris Brandt, Chief Marketing Officer. "The richness of our real Smoked Brisket recipe delivers a craveable new flavor to our guests as we continue to innovate across our menu."

Chipotle is leveraging its stage-gate process to listen, test and learn from customer feedback, and iterate before deciding on a national launch strategy. In 2019 and 2020, three Chipotle menu items, Carne Asada, Supergreens Salad Mix and Queso Blanco, successfully completed the stage-gate process and were rolled out on a national scale. In July, Chipotle announced it is testing Cilantro-Lime Cauliflower Rice at restaurants in Denver and throughout Wisconsin, in addition to a digital-only quesadilla in Cleveland and Indianapolis. The company also introduced new certified organic Lemonades, Aguas Frescas, and Teas from farmer-founded Tractor Beverage Co. across all U.S. restaurants in late July.

Brisket will be available for in-restaurant, online, mobile, and contactless delivery orders at participating locations for a limited time.

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 2,700 restaurants as of September 30, 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 94,000 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.

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