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CHIPOTLE DRIVES HOLIDAY GIFTING TO NEXT LEVEL WITH FAN-INSPIRED CAR NAPKIN HOLDER AND MYSTERY TEES

- Chipotle created a Car Napkin Holder inspired by fans who stash stacks of Chipotle napkins in their car
- Brand also partnered with artist superfans to create limited edition t-shirt designs
- Plus, new holiday-themed virtual and physical gift cards are here

NEWPORT BEACH, Calif., Nov. 29, 2023 /PRNewswire/ -- Chipotle Mexican Grill (NYSE: CMG) today announced its latest Chipotle Goods merch drop just in time for holiday gifting. Starting November 30 at 9 a.m. PT, Car Napkin Holders and Mystery Tees will be available for purchase exclusively on www.chipotlegoods.com while supplies last.

Fan-Inspired Car Napkin Holder
Chipotle superfans are known to store "extra" Chipotle napkins in their cars (see HERE). This holiday, Chipotle is helping fans declutter their glove box with the gift they never knew they needed until now: a Chipotle Car Napkin Holder. Retailing for $30, each purchase includes a free entrée card*, giving fans an excuse to dine at Chipotle to restock their napkin supply before their next car mukbang. Limit four per order.

Artist Designed Mystery Tees
Chipotle has tapped four celebrated artists and creators to craft an exclusive line of Mystery Tees, perfect for gifting to oneself or the burrito lovers in your life. This limited-edition capsule collection features Chipotle-inspired designs from artists including:

- **Small Talk Studio**, a New York-based clothing brand known for their custom hand-drawn and embroidered garments.
- **Sebastian Curi**, a Los-Angeles based artist celebrated for his bold, bright and whimsical graphics.
- **Julia Dufossé**, an Austin-based graphic artist with a colorful, textured airbrushed aesthetic.
- **Jasmin Sehra**, a London-based illustrator and typographer with a playful, nostalgic visual identity.

Mystery Tees are made with sustainable 100% Organic Cotton, designed to minimize environmental impact. Priced at $25 each, with a limit of two per order, the mystery unfolds when the gift is unwrapped.

"Through artist-designed Mystery Tees and the fan-inspired Car Napkin Holder, we've curated unique goods for our passionate community to celebrate their true fandom," said Chris Brandt, Chief Brand Officer.

New Holiday Gift Cards
Chipotle is also offering new physical and virtual holiday-themed gift cards, a great stocking stuffer for the foodies on your list. Fans can learn more and purchase Chipotle holiday e-gift cards at https://www.chipotle.com/gift-cards.

*Free Entree Legal Terms
Free Entree expires 12/31/24. Valid in the U.S. and Canada for a single free regular-priced entree. Must be surrendered upon redemption. May not be combined with other coupons, promotions or special offers. Void if reproduced or altered and where prohibited. Will not be replaced if lost or stolen. Not for resale. Not redeemable for cash. No cash value unless required by law, in which case it's 1/100th of a cent. 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 over 3,300 restaurants as of September 30, 2023, 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 in North America and Europe. Chipotle is ranked on the Fortune 500 and is recognized on the 2023 list for Fortune's Most Admired Companies and Time Magazine's Most Influential Companies. With over 110,000 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. 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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Additional assets available online: PHOTOS (2)

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