CHICKEN AL PASTOR IS BACK: CHIPOTLE REINTRODUCES ONE OF ITS MOST POPULAR MENU INNOVATIONS

- Chipotle is answering the call from fans and adding Chicken al Pastor back to menus across North America, UK and Europe for a limited time
- Chicken al Pastor is a craveable protein featuring bold flavors like adobo, morita peppers, and ground achiote with a splash of pineapple and fresh lime and cilantro
- Fans can experience Chicken al Pastor with a $0 delivery fee offer* for a limited time

NEWPORT BEACH, Calif., March 12, 2024 /PRNewswire/ -- Chipotle Mexican Grill (NYSE: CMG) today announced it is bringing back Chicken al Pastor to restaurants around the world for a limited time starting today. Back by popular demand, Chicken al Pastor levels up any go-to Chipotle order with a sophisticated flavor profile and elevated taste.

Sweet Heat Sizzles at Chipotle
Chicken al Pastor debuted in March 2023 as Chipotle's first global menu innovation, delighting fans in the U.S., Canada, U.K., France and Germany with a new flavor that quickly became a fan favorite. Prepared fresh daily in small batches, Chicken al Pastor is made with fresh chicken hot off the grill, a rich marinade of seared morita peppers and ground achiote, balanced with a splash of pineapple for the right amount of heat, finished with fresh lime, and hand-chopped cilantro. Chicken al Pastor's tenderness and bold flavor captured the taste buds of guests who have flooded Chipotle's social media comments petitioning for the return of the protein since it left menus last August. There have been three times more requests to "bring back Chicken al Pastor" on social media than any other limited time offering in the brand's history. The unofficial Chicken al Pastor fan club has demonstrated the great lengths they would go to for Chipotle to bring back the protein (see HERE, HERE, HERE).

"About one in five transactions included Chicken al Pastor when it was featured on our menu last year," said Chris Brandt, Chief Brand Officer. "Given the performance and the fans wanting its return so enthusiastically, we are thrilled to make this the fastest item to ever come back to Chipotle."

The Fan Favorite Chicken al Pastor Entrée
Chipotle is revealing the most ordered Chicken al Pastor burrito bowl among fans in 2023, which includes White Rice, Black Beans, Fresh Tomato Salsa, Roasted Chili-Corn Salsa, Cheese and Guac. Vice President of Culinary Nevielle Panthaky says, "The rich flavor of our Chicken al Pastor shines in the fan favorite bowl. Each ingredient layers for the perfectly balanced bite with the right level of sweetness, acidity, and heat. It is simple, flavorful, unbelievably delicious, and has everything you crave."

The "Most Ordered Chicken al Pastor Bowl" is available for convenient one-tap digital ordering in the Chipotle app, Chipotle.com and Chipotle.ca.

$0 / £0 / €0 Delivery Fee Offers
Chipotle is celebrating the menu item's return with a $0 delivery fee offer* on all Chicken al Pastor orders placed through the Chipotle app, Chipotle.com and Chipotle.ca from March 14 through March 24 in the U.S. and Canada.

In the U.K., Chipotle will offer a £0 delivery fee** on Uber Eats orders of at least £15 from 14 March through 28 March. Fans in France can enjoy a €0 delivery fee offer on via Deliveroo from 14 March through 28 March.

Video footage is available HERE.

*$0 Delivery Fee Legal Terms
Higher menu prices are charged for delivery; additional service fees applied at checkout as well. Available March 14 through March 24, 2024 only, within Chipotle's delivery areas from participating U.S. and Canada locations, during normal operating hours for such locations. Order must include at least one entrée with Chicken al Pastor to qualify. Minimum order $10 USD/ $12 CAD, maximum order $200 USD and CAD, each excluding tax and fees. Deliveries and redemptions are subject to availability. Offer is 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 on Chipotle websites or 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.

**£0 / €0 Delivery Fee Legal Terms
Higher menu prices are charged for delivery; additional service fees applied at checkout as well. Available 14 March through 28 March, 2024 only, within Chipotle's delivery areas from participating U.K. and France locations, during normal operating hours for such locations. Minimum order in U.K. of GBP£15 excluding taxes and fees; no minimum order size in France. Deliveries and redemptions are subject to availability. Valid only via Uber Eats in U.K., and Deliveroo in France; not valid on orders placed via Chipotle websites or mobile app. 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 3,400 restaurants as of December 31, 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 Fortune's Most Admired Companies 2024 list and Time Magazine's Most Influential Companies. With over 115,000 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

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