

## CHIPOTLE KICKS OFF 2026 MENU INNOVATION WITH THE RETURN OF CHICKEN AL PASTOR, ONE OF ITS MOST REQUESTED ITEMS

- Chicken al Pastor, a craveable protein featuring bold flavours like adobo, morita peppers and ground achiote with fresh lime, coriander and a splash of pineapple, will return to restaurants on Tuesday 10 February for a limited time
- For the first time, guests can enjoy Chipotle's High Protein Cup with Chicken al Pastor
- The protein's launch marks the first limited-time offering (LTO) for Chipotle this year. Chipotle is accelerating its 2026 menu innovation schedule with two protein offerings in the UK
- Chipotle is also launching gift cards in the UK for the first time

LONDON, 27 January, 2026 -- Chipotle Mexican Grill (NYSE: CMG) today announced that it is bringing back [Chicken al Pastor](#) to restaurants in the U.S., Canada, the UK, France and Germany for a limited time starting Tuesday 10 February. The fan-favourite returns as Chipotle plans to accelerate its 2026 menu innovation schedule with two limited-time protein offerings in the UK.

Chicken al Pastor debuted three years ago as Chipotle's first global menu innovation, creating fans worldwide with its sophisticated flavour profile and elevated taste. Prepared daily in small batches, Chicken al Pastor is made with freshly grilled chicken, a rich marinade featuring seared morita peppers and ground achiote, balanced with a splash of pineapple for the right amount of heat, and finished with fresh lime and hand-chopped coriander. For the first time, guests can enjoy Chipotle's High Protein Cup with Chicken al Pastor.

"Chicken al Pastor built a passionate following, so we had to bring it back to the menu for the fans," said **Anat Davidzon, Managing Director of International at Chipotle**. "We've seen thousands of comments asking for its return because the unique, bold flavour goes perfect with their favourite Chipotle order."

### Fans Demand Return of Fire and Flavour

Chicken al Pastor has been top of mind for guests who have flooded the comment sections of Chipotle's social channels petitioning for the return of the protein since it left the menu. There have been twice as many requests to "bring back Chicken al Pastor" on social media than for any other limited-time offering in the brand's history (see [HERE](#), [HERE](#) and [HERE](#) for social post examples).

### New Menu Items Ramp Up at Chipotle

Chipotle's pace of menu innovation will be faster than ever with new offerings and occasions. The brand's past cadence of one limited-time protein per year in the UK has helped drive a meaningful increase in transactions. Internal data shows that new and existing guests who purchase an LTO increase frequency and spend over the following year compared to guests who do not purchase an LTO. These craveable new items drive trial and keep Chipotle more visible, relevant and loved throughout the year.

"Our team is focused on delivering new flavour experiences that are delicious, on-trend, on-brand, and operationally consistent for our restaurant teams to execute for our guests," said **Neville Panthaky, Vice President of Culinary at Chipotle**. "Chicken al Pastor's comeback is a preview of what's in store this year at Chipotle."

For fans trying Chicken al Pastor for the first time, Panthaky recommends ordering a Chicken al Pastor bowl with white rice, black beans, roasted chilli-corn salsa, fresh tomato salsa, cheese and guac on the side. The bowl features 56 grams of protein and 17 grams of fibre.

### Halal-Suitable Recipe

Chipotle will offer a halal-suitable preparation of Chicken al Pastor at nearly half of its UK restaurants for a limited time. Only at these locations, Chicken al Pastor is made with halal-suitable ingredients. Restaurant teams can advise on availability and build options in-restaurant, and guests who follow a halal diet can also enjoy our wide range of vegetarian choices. For the latest information, please speak to your local restaurant or visit <https://www.chipotle.co.uk/is-chipotle-halal>.

### Gift Cards Land at UK Locations

Chipotle Gift Cards are launching in the UK, giving fans a new way to share their favourite bowls, burritos, tacos and salads with friends and family. To celebrate, the first guest to order Chicken al Pastor in restaurant on 10 February will receive a £100 Gift Card\*.

#### \*Gift Card Legal Terms

One gift card per participating restaurant. UK only. In-restaurant only. No cash alternative. Gift Card terms apply. Not redeemable on third-party delivery platforms.

### 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 colours, flavours or preservatives. There are over 3,900 restaurants as of 30 September 2025 in the United States, Canada, the United Kingdom, France, Germany, and the Middle East and it is the only restaurant company of its size that owns and operates all its restaurants in North America and Europe. With over 130,000 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 [CHIPOTLE.CO.UK](https://chipotle.co.uk).

### **Forward-Looking Statements**

Certain statements in this press release are forward-looking statements, as defined in the Private Securities Litigation Reform Act of 1995, including statements about the timing and pace of 2026 menu innovations, the number of limited-time protein offerings, and the introduction of new sides and dips. We use words such as "anticipate," "expect," "believe," "could," "should," "may," "are confident," and similar terms to identify forward-looking statements. The forward-looking statements in this press release are based on currently available operating, financial, and competitive information as of the date of this release, and we assume no obligation to update these forward-looking statements. These statements are subject to risks and uncertainties that could cause actual results to differ materially from those described, including those described from time to time in our SEC reports, such as our Annual Report on Form 10-K and our Quarterly Reports on Form 10-Q, all of which are available on the investor relations page of our website at [ir.chipotle.com](https://ir.chipotle.com).

---

Additional assets available online: [PHOTOS \(1\)](#)

<https://newsroomeu.chipotle.com/2026-01-27-CHIPOTLE-KICKS-OFF-2026-MENU-INNOVATION-WITH-THE-RETURN-OF-CHICKEN-AL-PASTOR,-ONE-OF-ITS-MOST-REQUESTED-ITEMS>