

CHIPOTLE UK KICKS OFF SUMMER'S BIGGEST TOURNAMENT WITH ITS FIRST-EVER MATCHDAY BOGO FOR FANS WEARING FOOTBALL KITS

- All fans who wear a football kit to Chipotle restaurants in the UK on 11 June after 3 p.m. can receive a buy-one-get-one main¹
- The Matchday BOGO celebrates the shared experiences and traditions that bring football fans together during major tournaments

NEWPORT BEACH, Calif., 8 June 2026 -- Chipotle Mexican Grill (NYSE: CMG) is bringing football fandom to its restaurants across the UK this summer with its first-ever Matchday BOGO. On 11 June, after 3 p.m., fans wearing a football kit to Chipotle restaurants can enjoy a buy-one-get-one (BOGO) main¹ while celebrating this summer's international football tournament.

A photo asset is available here: <https://www.dropbox.com/scl/fi/668qrwbpyuiu08aud1yi4/UK-PR.jpg?rlkey=oo7jua63llpz43yyaphv4pn4f&st=i51m6pd4&dl=0>.

“Our real ingredients prepared with classic culinary techniques are a differentiator for fans looking for fresh food on matchday,” said **Anat Davidzon, Managing Director, Chipotle International**. “Whether they’re gathering before kickoff or celebrating after the final whistle, Chipotle offers freshly prepared food that complements the traditions that make football fandom so special.”

Celebrating Matchday Culture

From local clubs to international tournaments, matchday is about more than what happens on the pitch. It's a time for friends and family to come together, support their teams and share a meal. Chipotle's Matchday BOGO gives fans another way to celebrate the tournament while enjoying real food made with wholesome ingredients and no artificial colours, flavours or preservatives.

1 — The BUY-ONE-GET-ONE (BOGO) promotion is limited to one free entrée item per bill. Each free item requires purchase of a main item of equal or greater value and may be collected only by the shirt-wearing guest. Valid only on 11 June, 2026, after 3 p.m. Redeemable in-restaurant only, at participating locations in the UK. Kids' Meals do not count as an entrée purchase. The promotion may not otherwise be combined with other coupons, promotions or special offers. Offer subject to availability.

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 4,100 restaurants as of March 31, 2026, 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 135,000 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.co.uk.

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

<https://newsroomeu.chipotle.com/2026-06-08-CHIPOTLE-UK-KICKS-OFF-SUMMERS-BIGGEST-TOURNAMENT-WITH-ITS-FIRST-EVER-MATCHDAY-BOGO-FOR-FANS-WEARING-FOOTBALL-KITS>