

PRESS CONFERENCE MEDIA KIT

APRIL 15, 2016



Spokespersons:

Becka Brown, Allie Higgins, Caroline Lewis,
Elisabeth McFarland, Becky Scheible



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MISSION STATEMENT

When Chipotle Mexican Grill first opened in 1993, we began with the goal of serving food that was fast, but still healthy and fresh. We use high-quality ingredients and cooking techniques to bring a new vision to the idea of fast food. This dedication to superior ingredients has not ended, and through our mission of providing Food With Integrity, we continue to show respect to the animals, farmers and environments that got us here.

We work to source the finest, freshest ingredients and prepare them by hand to give you the very best. In 2015, we successfully began serving food made only with non-GMO ingredients. By respecting those who help make this food available and delicious, we hope to build long-lasting relationships to keep your burritos tasty and good for you.



STEVE ELLS

Steve Ells founded Chipotle in 1993 and currently serves as the co-CEO, Chairman of the Board and Director of the international restaurant chain. A Culinary Institute of America graduate, he has worked in the food industry for 24 years.



MONTGOMERY MORAN

Montgomery, or Monty, Moran is co-CEO of Chipotle alongside Ells. He joined Chipotle in 2005 as President and Chief Operating Officer, and he was appointed to his current role as co-CEO in 2009.

MEDIA ADVISORY

Release Date - 04/12/16

CHIPOTLE TO HOST PRESS CONFERENCE ON FUTURE OF FOOD SAFETY

DENVER — Following outbreaks of foodborne illness at some restaurant locations, Chipotle Mexican Grill Inc. will host a press conference on April 15, 2016, in the UNC School of Media and Journalism’s Carroll Hall to discuss the changes in food safety the company has put in place. Chipotle has made significant changes in food safety procedures to ensure quality and safety of all food served.

WHAT: Press conference held by Chipotle spokespersons to discuss recent changes and goals for the future.

WHO: Chipotle Spokespersons Becka Brown, Allie Higgins, Caroline Lewis, Elisabeth McFarland and Becky Scheible

WHEN: Friday, April 15, 2016

Scheduled activities:

- Chipotle spokespersons will address recent changes following the E. coli incident.
- Spokespersons will take questions from the media regarding relevant issues.

WHERE: Carroll Hall, Room 033

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Chipotle Communications Team

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NEWS RELEASE

Release Date - 04/15/16

CHIPOTLE AIMS TO BECOME INDUSTRY MODEL WITH NEW FOOD SAFETY POLICIES

DENVER — Chipotle Mexican Grill Inc. has overhauled its food safety procedures with the hope of leading the quick-service food industry's health standards. The company has also hired Burson-Marsteller as its public relations agency of record to communicate any company updates and future organizational changes.

Chipotle was founded with a commitment to fresh and locally sourced food, but after a series of food safety issues in multiple Chipotle locations across the United States, executives saw the need to make food safety policy changes.

"The procedures we're putting in place today are so above industry norms that we are going to be the safest place to eat," co-CEO Steve Ells said.

The company is now conducting high-resolution DNA testing on many of the ingredients that become part of its entrees. This process is carried out for fresh ingredients, like cilantro, that come from local farms. This approach substantially reduces the risk that unsafe ingredients enter Chipotle's supply chain down to the restaurants.

Central kitchens are also now utilized to ensure meats are cooked thoroughly and fresh ingredients are chopped on clean surfaces. Ingredients like beef are cooked at the Chipotle central kitchens and vacuum sealed for transport to local restaurants; tomatoes and other fresh ingredients are washed, diced, re-rinsed, tested and then sent to stores.

Other processes, like overnight marinating of chicken, produce blanching, heightened restaurant sanitation, more frequent audits and inspections and employee wellness programs will bring Chipotle back to — and above — customers' standards for food safety.

Burson-Marsteller is on board with Chipotle to ensure that all of these changes are communicated to customers, media and shareholders. Despite its failure last year to provide fresh and safe food to customers, Chipotle wants to maintain transparency on its organizational changes and will continue to do so with this partnership.

- MORE -

About Chipotle

Chipotle Mexican Grill Inc. was founded in 1993 by co-CEO Steve Ells with the goal of redefining the fast food experience. Today, that means providing Food With Integrity to millions of burrito lovers worldwide. Chipotle operates more than 2,000 restaurants with 23 locations outside of the United States. For more information, visit Chipotle.com.

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FACT SHEET

Release Date - 04/15/16

CHIPOTLE COMMITS TO LEADING INDUSTRY'S FOOD SAFETY STANDARDS

Chipotle's Food Safety Program

Following outbreaks of foodborne illness, Chipotle Mexican Grill Inc. overhauled its food safety program in December 2015 with the help of IEH Laboratories. The company's commitment to leading in food safety, which was already up to standards, puts its practices 10 to 15 years ahead of industry norms.

About Chipotle

- Founded by Steve Ells in 1993 and headquartered in Denver, Chipotle serves quick-service food using ingredients that are fresh and, where possible, sustainably grown.
- Chipotle owns more than 2,000 locations, employs over 53,000 workers and serves more than 1 million customers each day.

New Safety Procedures

- Guided by experts, Chipotle adopted a new food safety program in December 2015.
- Changes to procedures include high-resolution DNA testing of fresh produce, preparation of some items in central kitchens, blanching of some produce, increased restaurant sanitation, rigorous inspections, paid sick leave and precautionary closings.
- On Feb. 8, 2016, Chipotle closed its restaurants to host a national employee meeting and announced its commitment of \$10 million to help local farmers comply with new standards.
- More information on Chipotle's new food safety procedures can be found at Chipotle.com/foodsafety.

- MORE -

Brief on Outbreaks of Foodborne Illness

- **Norovirus:**
 - 243 people were sickened at one restaurant in Simi Valley, Calif., in August 2015.
 - 143 people were sickened at one restaurant in Boston in December 2015.
 - Both cases were likely caused by a Chipotle employee violating strict policies by working while sick.

- **Salmonella:** In August 2015, 64 people in Minnesota and Wisconsin reported salmonella cases, which were linked to a batch of tomatoes served in 22 restaurants.

- **E. coli:**
 - Between Oct. 13, 2015, and Nov. 7, 2015, 60 incidents of E. coli were reported across 11 states (California, Delaware, Illinois, Kansas, Maryland, Minnesota, New York, Ohio, Oklahoma, Oregon and Washington).
 - IEH Laboratories and government health officials conducted more than 3,000 tests but found no traces of E. coli in Chipotle food or on restaurant surfaces.
 - E. coli is associated with a significant lag time, sometimes up to 10 days, between the time contaminated food is eaten and when symptoms appear. Therefore, the ingredient that contained E. coli was likely already gone from restaurants by the time tests were conducted.

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INVESTOR INFORMATION

CHIPOTLE STOCK PRICE
 (AS OF APRIL 14, 2016, 8 P.M.)

\$456.01

SUMMARY OF PAST YEAR

For the fourth quarter of 2015, revenue decreased 6.8 percent to \$997.5 million. Revenue increased 9.6 percent to \$4.5 billion for the 12 months ending on Dec. 31, 2015.

STOCK PRICE FOR PAST YEAR, NYSE: CMG



Source: cnbc.com

Upcoming Investor Relations Events:

Event: Q1 2016 Chipotle Mexican Grill, Inc. Earnings Conference Call

Date: April 26, 2016, 5 p.m. EST

Access Webcast Presentation: <http://edge.media-server.com/m/p/5vzg6tot/lan/en>

What to Expect: Review of earnings and forward looking statements regarding future events and operating performance. See event page on IR website for safe harbor statement.

Event: Annual Shareholder Meeting

Date: May 11, 2016, 8 a.m.

Place: Grand Hyatt Denver, 1750 Welton Street, Denver, Co.

See Online: Chipotle IR website, SEC Filing DEF 14A on March 14, 2016

On the Agenda:

- Election of the nine directors: Al Baldocchi, Darlene Friedman, John Charlesworth, Kimbal Musk, Monty Moran, Niel Flanzraich, Pat Flynn, Stephen Gillett and Steve Ells, each to serve a one-year term. An advisory vote to approve the compensation of executive officers as disclosed in proxy statement (or "say-on-pay").
- Ratification of the appointment of Ernst & Young LLP as independent registered public accounting firm for the year ending Dec. 31, 2016.

- MORE -

- A proposal to approve an amendment to the Amended and Restated Certificate of Incorporation of Chipotle Mexican Grill Inc. to remove a provision allowing only the Board of Directors or the Chairman of the Board to call special meetings of shareholders.
- A proposal to approve amendments to the Chipotle Mexican Grill Inc. Amended and Restated Bylaws to adopt a “proxy access” bylaw allowing a shareholder, or group of not more than 20 shareholders, owning an aggregate of not less than five percent of outstanding common stock continuously for at least three years to submit a limited number of candidates for election to the Board, and to require Chipotle, subject to satisfaction of the requirements of the bylaws, to include such candidate(s) in proxy materials for the meeting at which such election will be held.
- Five shareholder proposals, if properly presented at the meetings.
- Such other business as may properly come before the meeting or any adjournments or postponements of the meeting.

*This information was directly drawn from the Chipotle IR website,
SEC Filing DEF 14A on March 14, 2016.*

Pricing of Food and Anticipated Changes:

Customers will not have to shoulder the cost of new food safety procedures.

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