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CHIPOTLE SUPPORTS FILM ABOUT KIDS AND FOOD

“What’s on Your Plate?” highlights where food comes from through the eyes of two inspiring kids

DENVER, March 1, 2010 – Chipotle Mexican Grill (NYSE: CMG) is working with Aubin Pictures in screening the documentary film, “What’s On Your Plate?” in collaboration with local schools and community organizations across the U.S. The film is a witty and provocative documentary about kids and food politics that addresses many of the same ideas behind Chipotle’s “Food with Integrity” philosophy and the importance of supporting local farms.

“It’s amazing to see two young kids address the issue of where our food comes from in such an empowering way,” said Mark Crumpacker, chief marketing officer of Chipotle. “It’s important for people, including kids, to understand issues related to the food they eat, and we believe this film will reach them in a way that is more informed and honest than is typical in how food is marketed to children.”

Over the course of one year, the film follows two eleven-year-old city kids as they explore their place in the food chain. Sadie and Safiyah talk to food activists, farmers, and storekeepers, as they address questions regarding the origin of the food they eat, how it’s cultivated, and how many miles it travels from farm to fork. On the journey, the girls have an in-depth discussion about vegetarian eating options over dinner at Chipotle. The film educates its audience about where our food comes from while it investigates why getting good food to people is challenging.

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"We made this film so kids could encourage other kids to ask where food comes from, what's in it, and what they can do to improve their own eating habits," said Catherine Gund, director, "What's On Your Plate?" "We're thrilled that Chipotle is partnering with us to spread the message that kids can ask these questions and take a stand for themselves, their families and the planet."

Chipotle will host private screenings of the film in elementary schools, local libraries and after-school programs throughout the year. Additionally, in the spring, the film will be used to promote seed planting with the opening of local farmers markets, CSA's and community gardens in various regions.

Chipotle is supporting the film because of its shared ideals and its long-standing belief in serving food from more sustainable sources. Chipotle serves more naturally raised meat (from animals that are raised in a humane way, never given antibiotics or added hormones, and fed a pure vegetarian diet) than any restaurant company. It is also the only national restaurant company with significant commitments to local and organic produce, and was the first national restaurant company to serve dairy (cheese and sour cream) made with milk from cows that are not treated with the synthetic hormone rBGH.

About Chipotle

Steve Ells, founder, chairman and co-CEO, started Chipotle with the idea that food served fast did not have to be a typical fast food experience. Today, Chipotle continues to offer a focused menu of burritos, tacos, burrito bowls (a burrito without the tortilla) and salads made from fresh, high-quality raw ingredients, prepared using classic cooking methods and served in a distinctive atmosphere. Through our vision of Food with Integrity, Chipotle is seeking better food not only from using fresh ingredients, but ingredients that are sustainably grown and naturally raised with respect for the animals, the land, and the farmers who produce the food. Chipotle opened its first restaurant in 1993 and currently operates nearly 1,000 restaurants. For more information, visit Chipotle.com.