

CHIPOTLE BRINGS POPULAR MEME TO LIFE, INTRODUCES CILANTRO SOAP

The perfect stocking stuffer and new Chipotle Goods items are here just in time for the holiday season

NEWPORT BEACH, Calif., Dec. 2, 2021 /PRNewswire/ -- Chipotle Mexican Grill (NYSE: CMG) today brought a popular meme to life by launching [Cilantro Soap](#), exclusively available for purchase on [chipotlegoods.com](#) while supplies last.

Roughly 4 to 14% of the population is genetically wired to experience a soapy flavor when they eat cilantro*. With several Chipotle menu items featuring cilantro, the fresh green herb has been one of the most debated ingredients among fans on social media. Over the years, Chipotle has addressed fans' love and disdain for cilantro in popular social media posts (examples [here](#), [here](#), and [here](#)). The brand posted a mock Cilantro Soap package on Instagram in [August 2021](#) which inspired the launch of the real soap to delight super fans and amplify the conversation.

"Our Cilantro Soap plays into a larger trend of turning digital moments into real life experiences," said Chris Brandt, Chief Marketing Officer. "Every Chipotle fan, regardless of which side of the great cilantro debate they're on, can appreciate this fan-inspired gift."

Cilantro Lover Badge

From December 2 through December 8, select [Chipotle Rewards](#) members can collect an exclusive Cilantro Lover badge by ordering at least one menu item made with the fresh green herb. The new badge is part of Extras, an exclusive feature for Chipotle Rewards members that unlocks access to extra points and helps them get free Chipotle faster.

Chipotle Goods Holiday Drop

Along with Cilantro Soap, Chipotle has launched new Chipotle Goods products, including new Iron colorways in its natural Chipotle Goods Avocado Dye Line, an open-looped collection of Chipotle-branded apparel that is dyed with upcycled avocado pits from Chipotle restaurants. Iron is mixed with Chipotle's avocado dye to create a rich grey/purple hue that brings an entirely new look to the line. Since each garment is individually dyed, no designs in the Avocado Dye Line are the same.

- Avocado Dye – Iron Solid
 - <https://chipotlegoods.com/collections/chipotle-goods/products/ch-g20u912-aisd?variant=42156105105641>
 - <https://chipotlegoods.com/collections/chipotle-goods/products/ch-g20u785-aisd?variant=42156103925993>
 - <https://chipotlegoods.com/collections/chipotle-goods/products/ch-g20u781-aisd?variant=42156102516969>
 - <https://chipotlegoods.com/collections/chipotle-goods/products/ch-b15i807-aisd?variant=42156101140713>
- Avocado Dye – Iron Crumple
 - <https://chipotlegoods.com/collections/chipotle-goods/products/ch-g20u912-aitd?variant=42156105695465>
 - <https://chipotlegoods.com/collections/chipotle-goods/products/ch-g20u785-aitd?variant=42156104483049>
 - <https://chipotlegoods.com/collections/chipotle-goods/products/ch-g20u781-aitd?variant=42156103270633>
- Dad Hats
 - <https://chipotlegoods.com/collections/chipotle-goods/products/chpa21u0014?variant=42156338315497>
- All Season Beanies
 - <https://chipotlegoods.com/collections/chipotle-goods/products/chp21a0007?variant=42156106744041>

All profits from the Chipotle Goods collection go toward supporting organizations that are focused on making fashion or farming more sustainable.

Chipotle, known for its famous six-ingredient guac recipe, is left with more than 300 million avocado pits per year in its restaurants. To create the dye used for the Avocado Dye Line, avocado pits from Chipotle restaurants are simmered in water which creates a sustainable, plant-based dye varying in color. Each one-of-a-kind piece from the collection requires five avocado pits, equivalent to five orders of guac, depending upon the season and size of the fruit. Chipotle is continuing to add more restaurants to its avocado upcycling program to evolve its ongoing waste diversion efforts. In April 2021, the company announced it has achieved a [51% waste diversion rate](#), reaching a key goal outlined in its 2018 Sustainability Report.

*SOURCE: [SciShow: "Why Does Cilantro Taste Like Soap?"](#)

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 nearly 2,900 restaurants as of

September 30, 2021, 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. Chipotle is ranked on the Fortune 500 and is recognized on the 2021 lists for Forbes' America's Best Employers and Fortune's Most Admired Companies. With nearly 95,000 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, Inc.

For further information: Erin Wolford, (949) 524-4035, MediaRelations@chipotle.com

Additional assets available online: [PHOTOS \(2\)](#)

<https://newsroom.chipotle.com/2021-12-02-Chipotle-Brings-Popular-Meme-To-Life,-Introduces-Cilantro-Soap>