

CHIPOTLE LAUNCHES "INGREDIENT QUEST" EXPERIENCE ON ROBLOX AND MORE THAN \$1 MILLION IN FREE CHIPOTLE FOR CINCO DE MAYO

- Chipotle is celebrating Cinco de Mayo bigger than ever before with five days of real food offers
- On Cinco de Mayo, Chipotle's new "Ingredient Quest" gaming experience will task fans with finding and collecting virtual cards featuring Chipotle's 53 real ingredients throughout the Burrito Builder experience on Roblox to score 50,000 free burritos¹
- From May 1 through May 5, guests can celebrate Cinco de Mayo with a \$0 delivery fee offer² with promo code DELIVER on the Chipotle app, [Chipotle.com](https://www.chipotle.com) and [Chipotle.ca](https://www.chipotle.ca)
- From May 3 through May 5, guests can enjoy free chips and Queso Blanco³ with promo code CINCO25 on the Chipotle app, [Chipotle.com](https://www.chipotle.com) and [Chipotle.ca](https://www.chipotle.ca)

NEWPORT BEACH, Calif., April 29, 2025 /PRNewswire/ -- Chipotle Mexican Grill (NYSE: CMG) today announced it is celebrating Cinco de Mayo with five days of real food, real fun and real prizes. On Cinco de Mayo, the brand is launching a new, immersive digital gaming experience, "Ingredient Quest," in the Burrito Builder experience on Roblox, which challenges users to collect virtual cards featuring Chipotle's 53 ingredients for the opportunity to win free burritos.

Chipotle's Burrito Builder can be accessed at: www.roblox.com/chipotle. "Ingredient Quest" will launch at 3pm PT on Monday, May 5.

Ingredient Quest On Roblox: Celebrating Real Food With Real Prizes

Chipotle created "Ingredient Quest" to educate its Gen Z fans on the brand's 53 real ingredients while giving them the opportunity to claim a reward of free Chipotle in the physical world. Inspired by the generation's love for nostalgic collectibles, the experience taps into the thrill of opening "card packs" and celebrating rare "pulls." Like collectibles in the physical world, each of Chipotle's ingredient card packs on Roblox feature an assortment of five cards with original artwork.

How It Works

1. Roblox users will meet an employee inside Chipotle's virtual restaurant in the Burrito Builder experience. Users will get a starter pack of five unique ingredient cards to begin the Ingredient Quest experience. The goal of "Ingredient Quest" is to collect all 53 ingredient cards.
2. Users must roll burritos in Burrito Builder to earn Burrito Bucks⁴ which can be redeemed for ingredient card packs. Each card pack contains five cards. Forty ingredient cards are available in card packs.
3. The remaining eight ingredient cards are hidden throughout Chipotle's Burrito Builder experience in a virtual scavenger hunt.
4. The first 50,000 users to collect all 53 unique ingredient cards will unlock a free entrée offer².

"Our fans love to celebrate Cinco de Mayo with our real ingredients," said Chris Brandt, Chief Brand Officer, Chipotle. "This year, we're giving the Roblox community the opportunity to compete for free Chipotle and learn more about what makes our brand unique along the way."

Chipotle's 53 Real Ingredients

Chipotle is cultivating a better world by serving responsibly sourced, classically-cooked, real food with wholesome ingredients without artificial colors, flavors or preservatives. In 2024, the company sourced 47 million pounds of local produce, defined as produce grown within 350 miles of one of Chipotle's third party distribution centers. Guests can transparently learn more about Chipotle's 53 real ingredients by playing "Ingredient Quest" and visiting here: www.chipotle.com/ingredients.

Five Days Of Real Food Offers

Chipotle is going bigger than ever with its Cinco de Mayo celebrations, giving fans five days of real food offers. From May 1 through May 5, guests can enjoy Chipotle delivered to their door with a \$0 delivery fee offer² using promo code DELIVER. From May 3 through May 5, Chipotle is offering free chips and Queso Blanco³ with promo code CINCO25. Both offers are valid exclusively on the Chipotle app, [Chipotle.com](https://www.chipotle.com) and [Chipotle.ca](https://www.chipotle.ca). Plus, 50,000 users will score free burritos¹ through "Ingredient Quest" on Roblox.

1 – **NO PURCHASE NECESSARY.** Open to legal residents of the 50 U.S., D.C. & CAN (Excl. QC), 13+. Promotion Period: 5/5/25 at 3:00 p.m. PT – earlier of 11:59 pm PT or when 50,000 prizes claimed. For Official Rules including how to enter, entry limitations, prize descriptions, & complete details visit chipotle.com/cinco-ingredient-quest. Sponsor: CMG Strategy Co., LLC.

2 – \$0 Delivery Fee Offer Terms: Higher menu prices are charged for delivery; additional service and other fees applied at checkout as well (except in CA and MN). Available May 1 – 5, 2025, only, within Chipotle's delivery areas from participating U.S. and Canada locations, during normal operating hours for such locations. Minimum order \$10 USD, \$12 CAD/ maximum order

\$200 USD, \$200 CAD, each excluding tax and fees. Deliveries and redemptions are subject to availability. Offer is not valid on catering or Burritos by the Box orders. Redemptions of Chipotle Rewards and other promotional offers may be included in a qualifying delivery order but do not count towards satisfaction of minimum purchase requirements. Valid only on Chipotle website or the Chipotle app; not valid on orders placed via third-party delivery platforms. Chipotle reserves the right to modify or terminate this offer at any time without notice. Additional restrictions may apply; void where prohibited.

3 – Free Chips and Queso Blanco Offer Terms: Valid May 3 – May 5, 2025, on digital orders from participating U.S. and Canada Chipotle restaurants only, for one free regular chips and queso with the purchase of at least one regular-priced entrée item. Kids Meals or 3 pointers do not count as an entrée purchase. Use of promo code CINCO25 at time of order required. All purchases plus promo offer redemption must be completed in a single transaction; free item must be ordered as a single side of chips and queso rather than individual side items. Redemption is subject to availability. Purchased items qualify for Chipotle Rewards points; may not otherwise be combined with other coupons, promotions, or special offers. Valid only on chipotle.com and the Chipotle mobile app; not valid for in-restaurant orders or on third party ordering platforms. Additional restrictions may apply; void where prohibited.

4 – Burrito Bucks available in the Chipotle Burrito Builder experience have no monetary value and do not constitute currency or property of any type.

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. There are nearly 3,800 restaurants as of March 31, 2025, in the United States, Canada, the United Kingdom, France, Germany, Kuwait, and United Arab Emirates 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 WWW.CHIPOTLE.COM.

SOURCE Chipotle Mexican Grill

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

<https://newsroom.chipotle.com/2025-04-29-CHIPOTLE-LAUNCHES-INGREDIENT-QUEST-EXPERIENCE-ON-ROBLOX-AND-MORE-THAN-1-MILLION-IN-FREE-CHIPOTLE-FOR-CINCO-DE-MAYO>