



NEWS RELEASE

# After 20 Years, Sweetgreen Announces the Retirement of Co-Founder and Chief Brand Officer Nathaniel Ru

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LOS ANGELES--(BUSINESS WIRE)-- Sweetgreen, Inc. (NYSE: SG), the mission-driven restaurant brand connecting more people to real food, today announced that, effective on January 1, 2026, Nathaniel Ru will be retiring from his role as Chief Brand Officer. Ru spent 20 years building the company. Ru will continue to serve as a member of the Board of Directors.

"It's hard to put into words the emotions I feel looking back on how far we've come since those early days in Georgetown. What started as a simple yet powerful idea—to create a place where healthy, sustainable food was accessible to all—has grown into something far beyond what I ever imagined. I feel incredibly lucky to have brought this dream to life alongside some of the brightest, hardest-working people I've ever known. We've partnered with hundreds of farmers across the United States to source some of the most delicious ingredients. We've collaborated with the world's best chefs, athletes, and musicians. We've helped underserved communities and classrooms gain access to healthy food. We've had the opportunity to serve over 300 million healthy meals across 280 restaurants in over 150 cities. Sweetgreen has become successful beyond my wildest dreams, and I'm forever grateful to have played a small part in a big mission."

During Ru's tenure he has shaped the brand through his passion for food, music, and social impact. Building community has been at the heart of Sweetgreen since day one and Nathaniel has led its cultural and food collaborations, national campaigns, local grassroots marketing, sweetgreen in schools' education programs, and the sweetlife music and food festival. His accomplishments include being named as one of the Most Creative People in Business by Fast Company and one of Forbes' Next 50 Chief Marketing Officers.

"Since writing our first business plan in 2006 while in college, to now over 280 locations around the country, Nate



has been there every step, shaping Sweetgreen into the national brand it is today. I have immense gratitude for Nate's tireless work, support, and friendship," said Jonathan Neman, Co-Founder and CEO of Sweetgreen. "I know how rare it is to build a company with a partner for this many years and he's remained steadfast in Sweetgreen's mission to build healthier communities by connecting people to real food. We will miss having Nate involved in the day to day, but I am grateful he'll remain closely connected and continue to partner with us through his role as a Board member."

Zipporah Allen, who joined as Chief Commercial Officer in September, has assumed Ru's responsibilities. Allen most recently served as the Chief Business Officer and Chief Marketing Officer at Strava, and comes to Sweetgreen with deep industry experience through marketing positions at global brands such as Taco Bell, Pizza Hut, and McDonald's.

## About Sweetgreen

Sweetgreen (NYSE: SG) is on a mission to build healthier communities by connecting people to real food. Since 2007, the brand has reimagined what fast food can be: fresh, flavorful, and built on real relationships with growers. Born at the farmers market, Sweetgreen's supply chain now spans the country, still rooted in relationships with local farmers and growers. That foundation continues to guide its seasonal, chef-crafted menus across more than 280 locations nationwide, creating spaces where food, people, and purpose come together.

To learn more about Sweetgreen, its menu, and its loyalty program, visit [www.Sweetgreen.com](http://www.Sweetgreen.com). Follow @Sweetgreen on **Instagram**, **Facebook** and **X**.

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