

Feta Joins Sweetgreen's Menu Alongside New Winter Harvest Bowl

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Sweetgreen Launches Seasonal Remix of Iconic Harvest Bowl Featuring a New Hero, Charred Balsamic Cabbage, Named the Vegetable of The Year

LOS ANGELES--(BUSINESS WIRE)-- **Sweetgreen**, the mission-driven restaurant brand known for its chef-crafted salads, plates and bowls, today announced the debut of feta, the most requested ingredient, now back by popular demand and available nationwide as part of its core menu. The launch coincides with the introduction of the Winter Harvest Bowl, a bold, seasonal remix available in select markets, inspired by Sweetgreen's best selling Harvest Bowl, which has sold more than 36 million to date.

The Winter Harvest Bowl offers a new seasonal take on Sweetgreen's iconic Harvest Bowl, featuring Charred Balsamic Cabbage and Maple Glazed Squash.

Following years of guest requests, feta joins Sweetgreen's core lineup once again. The

creamy, tangy cheese adds richness and balance, starring in a refreshed Hummus Crunch Bowl and available as an add-on across all custom orders.

Launching alongside feta, the Winter Harvest Bowl offers a new seasonal take on Sweetgreen's iconic Harvest Bowl. Available for a limited time beginning February 3 in all markets excluding New York, the bowl reimagines the fan-favorite by elevating a humble vegetable to the center of the plate with Charred Balsamic Cabbage, slow-roasted until tender, lightly charred for depth and finished with balsamic for a tangy-sweet richness that brings bold, savory flavor to every bite. Paired with Maple Glazed Squash, roasted to caramelized perfection for a sweet, spiced finish and built with antibiotic-free roasted chicken, organic shredded kale, wild rice, goat cheese, almonds and a bright apple vinaigrette, the Winter Harvest Bowl delivers comfort with a spark. Guests can also opt for the Chicken + Squash Plate, a grain-forward variation with golden quinoa, available exclusively through digital ordering and

Outpost.

"Feta is an ingredient our guests have asked for more than any other ingredient and we're excited to deliver on those requests, adding it as a permanent menu item," said Nicolas Jammet, co-founder and Chief Concept Officer at Sweetgreen. "At the same time, The Harvest Bowl has long been one of our most beloved staples, and reimagining it season after season is how we keep it fresh for our guests. With this new iteration we're building on flavors people already love, while introducing a seasonal take that feels right for colder months."

Staying true to its commitment to intentional sourcing, Sweetgreen continues to partner with farms and producers who share its mission to bring high-quality, seasonal ingredients to the table. This season, our squash is sourced through a regional network of trusted partners, including Plainville Farm, which serves select markets. Feta is sourced from Klondike Farms for restaurants nationwide, excluding California and Phoenix, and Belfiore Farms is supplying locations in California and Phoenix.

Available now in select markets, the Winter Harvest Bowl makes a limited-time appearance while feta becomes a permanent part of the Sweetgreen menu nationwide. Both are available through the Sweetgreen app for pickup, delivery, or Outpost, with loyalty perks through SG Rewards.

For more information and participating locations visit www.sweetgreen.com and follow @sweetgreen on Instagram, TikTok, and Facebook.

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. Sweetgreen's supply chain spans the country while remaining rooted in partnerships with local farmers. Today, Sweetgreen serves 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. Follow @Sweetgreen on **Instagram, Facebook, YouTube, and X**

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