sweetgreen

NEWS RELEASE

In a First for the Fast Casual Industry, sweetgreen Launches Agentic Ordering

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Customers can now get personalized meal recommendations and order sweetgreen on Claude and ChatGPT.

LOS ANGELES--(BUSINESS WIRE)-- Sweetgreen (NYSE: SG), the mission-driven restaurant brand serving healthy food at scale, today announced that customers can now order sweetgreen through Claude and ChatGPT. Customers can ask AI assistants for recommendations based on nutrition goals, dietary needs and taste preferences, build an order directly in the conversation, and complete their purchase in the sweetgreen app or website, where their rewards, credits and saved payment methods already live.

Sweetgreen customers can now order through Claude and ChatGPT.

The launch comes as diners grow more comfortable letting AI handle their orders, with roughly six in ten millennial and Gen Z adults saying they would place an order with an AI-generated bot, according to the **National Restaurant Association**. For sweetgreen, meeting customers via AI is the next step in its push to make the brand easy to discover, order and enjoy. To power the experience, sweetgreen is making its menu machine-readable, optimizing the data based on how AI assistants respond to customer requests. The goal is to win more occasions by giving agents better context about sweetgreen's menu so they can recommend the right signature entree to each customer.

"We started sweetgreen to connect people to real food, and that mission continues to shape how we innovate. I want sweetgreen to be accessible wherever our customers are, with an experience that feels personal to each of them," said Jonathan Neman, Co-Founder and CEO of sweetgreen. "Bringing sweetgreen to Claude and ChatGPT gives people a new way to discover meals built around their tastes, dietary preferences and goals. It reflects the culture we've built: always looking for better ways to serve our customers and make real food part of their everyday lives."

Built for How People Decide What to Eat

Customers increasingly start with a goal rather than a menu, whether that's hitting a protein target, avoiding an allergen or trying something new. The sweetgreen menu already provides the flexibility and detail that AI assistants need to make useful recommendations, including ingredients, nutrition, allergens, pricing and real-time availability at each restaurant. The AI assistants can now use this information to create meals that fit customers' goals and specific tastes.

"We're seeing a real shift from searching to delegating. People now hand an AI agent a goal, like a dairy-free dinner or a lunch that fits their training plan, and expect it to come back with the right recommendation," said Wouleta Ayele, Chief Technology Officer at sweetgreen. "That only works if the agent has ingredient information it can trust. So we've made our menu machine-readable, with every ingredient, allergen and price accurate down to the individual restaurant."

How It Works

Ordering sweetgreen through an AI assistant takes just a few steps:

- Turn on the sweetgreen connector in Claude and ChatGPT on desktop or mobile.
- Ask the AI assistant to help you find menu options that fit your needs – nutrition goals, dietary restrictions, or specific taste profiles.
- Confirm your local restaurant and browse a visual menu in the conversation, with prices, calories and allergens for every item, plus recommendations tailored to the request.
- Add items to a bag with a tap.
- Complete the order in the sweetgreen app or website using saved payments, credits and rewards. This makes checkout secure and consistent, and customers can earn rewards.

Sweetgreen is available today through Claude and ChatGPT for pickup and first-party delivery orders at all sweetgreen restaurants. To get started, search for sweetgreen in the Claude and ChatGPT app directories. Learn more at **https://www.sweetgreen.com/landing/order-with-ai**.

About sweetgreen

Sweetgreen (NYSE: SG) believes good taste starts long before the first bite. Since 2007, the brand has been on a mission to create healthy communities by connecting people to real food. Its longstanding relationships with farmers bring seasonal ingredients to its kitchens, where teams cook from scratch every day. The result is a fresh, flavorful approach to fast casual that makes eating well something to look forward to. Today, sweetgreen offers its

farm-sourced, chef-crafted menus at 289 locations across the country. To learn more about sweetgreen, its menu, and its loyalty program, visit **www.sweetgreen.com**. Follow @sweetgreen on Instagram, TikTok, Facebook and X.

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