

Sweetgreen Appoints Cindy Olsen as Chief Strategy Officer

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Seasoned executive brings expertise in strategy and profitable growth to Sweetgreen Executive Team

LOS ANGELES--(BUSINESS WIRE)-- Sweetgreen, Inc. (NYSE: SG), the mission-driven restaurant brand connecting more people to real food, today announced the appointment of Cindy Olsen as the Company's SVP, Chief Strategy Officer, a newly created role reporting to Jonathan Neman, Chief Executive Officer, effective immediately. Olsen will play a critical role in accelerating the Sweet Growth Transformation Plan by translating Sweetgreen's strategic priorities into long-term value creation.

"Cindy is known for her ability to drive profitable growth through a disciplined approach to strategic decision-making," said Jonathan Neman, Co-Founder and CEO of Sweetgreen. "She is the perfect addition to the executive team at this juncture in our transformation, with deep consumer and restaurant industry experience and a track record of bringing rigor to investment decisions."

"I'm thrilled to join Sweetgreen and its mission of connecting people to real food. I've long admired the brand and see a significant opportunity to increase enterprise value," said Cindy Olsen, SVP, Chief Strategy Officer of Sweetgreen. "I look forward to working alongside others on the leadership team to accelerate the transformation plan driving near-term execution while building long-term profitable growth."

In this role, Cindy will oversee corporate strategy and strategic communications. Her role bridges strategy, finance, and operations, with accountability for turning strategic priorities into measurable outcomes and clear communication for both internal and external stakeholders.

Cindy joins Sweetgreen from Chipotle Mexican Grill, where she served as Head of Investor Relations and Strategy.

At Chipotle, Cindy worked closely with the executive team to evolve the long-term strategy and connect it to value creation, bridging the priorities of team members, guests, and shareholders. Prior to Chipotle, Cindy served as Managing Director and Equity Research Analyst at Nuveen and at Franklin Templeton, where she spent a total of 17 years covering public and private companies across the consumer sector, giving her a unique investor's perspective on what makes exceptional brands truly enduring.

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 285 locations nationwide, creating spaces where food, people, and purpose come together.

Forward-Looking Statements

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, including statements regarding the company's transformation plan and the role that Ms. Olsen will play with respect thereto. In some cases, you can identify forward-looking statements because they contain words or phrases such as "anticipate," "are confident that," "believe," "contemplate," "continue," "could," "estimate," "expect," "intend," "may," "opportunity," "plan," "potential," "predict," "project," "should," "target," "toward," "will," or "would," or the negative of these words or other similar terms or expressions. You should not put undue reliance on any forward-looking statements. Forward-looking statements should not be read as a guarantee of future performance or results and will not necessarily be accurate indications of the times at, or by, which such performance or results will be achieved, if at all. Forward-looking statements are based on information available at the time those statements are made and are based on current expectations, estimates, forecasts, and projections as well as the beliefs and assumptions of management as of that time with respect to future events. These statements are subject to risks and uncertainties, many of which involve factors or circumstances that are beyond our control, that could cause actual performance or results to differ materially from those expressed in or suggested by the forward-looking statements, including risks and uncertainties included in the reports we file with the Securities and Exchange Commission, including our Annual Report on Form 10-K for the fiscal year ended December 28, 2025 and subsequently filed quarterly reports on Form 10-Q. Except as required by law, we do not undertake any obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future developments, or otherwise.

To learn more about Sweetgreen, its menu, and its loyalty program, visit www.Sweetgreen.com. Follow @Sweetgreen on **Instagram**, **Facebook**, **TikTok** and **X**.

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