

Sweetgreen Brings Sunshine to Spring Menu with the New Chicken Sesame Crunch

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A citrus-forward reimagining of a California classic delivers bold flavor, satisfying crunch and more than 30 grams of protein

LOS ANGELES--(BUSINESS WIRE)-- Sweetgreen is welcoming spring with the launch of Chicken Sesame Crunch, a bright, citrus-forward salad that reimagines a beloved California classic with bold flavor and craveable crunch.

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The new salad features antibiotic-free roasted chicken, napa cabbage slaw, organic shredded kale, chopped

romaine, shredded cabbage, raw carrots, crispy noodles and sesame crunch, all tossed in a juicy citrus sesame vinaigrette. Packed with 35 grams of protein, the Chicken Sesame Crunch delivers vibrant flavor and satisfying crunch together in every bite.

Chicken Sesame Crunch brings an exciting new flavor profile to Sweetgreen's salad lineup, offering a fresh take on one of the brand's signature menu formats. Its debut also kicks off Sweetgreen's "Spread the Sunshine" campaign, inspired by the salad's citrus-forward notes and the optimism of spring. Designed to bring warmth and positivity after a long, gray winter, the campaign celebrates the idea that Chicken Sesame Crunch is sunshine in a salad; a salad meant to bring a little brightness to the table.

"Chicken Sesame Crunch brings together bold citrus flavor, satisfying crunch and real, thoughtfully sourced ingredients. This salad is sunshine in a bowl, vibrant, craveable and full of flavor," said Zipporah Allen, Chief Commercial Officer at Sweetgreen.

To bring the campaign to life, Sweetgreen will host Spread the Sunshine activations in New York City during launch week, transforming select restaurants into citrus-inspired spaces designed to capture a sunny California afternoon. From 12–3pm, guests who order in-store can receive a free Chicken Sesame Crunch, experience bright visuals and playful photo moments while enjoying treats inspired by the salad’s hero flavors of citrus and sesame, along with limited-edition merch, all while supplies last.

- Tuesday, March 24 from 12-3pm Sweetgreen’s Park Avenue location (2 Park Ave., New York, NY 10016)
- Wednesday, March 25 from 12-3pm Sweetgreen’s Bowery location (347 Bowery, New York, NY 10003)

For additional details on the activations, guests can follow @sweetgreen on social media. For additional details on offer, see www.sweetgreen.com/sweet-rewards/

Chicken Sesame Crunch launches nationwide beginning March 24 and will be available at Sweetgreen locations across the country as a limited-time offering. Guests can order the new salad in-store, through the Sweetgreen app, or online at order.sweetgreen.com.

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.

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