

Sweetgreen Brings Wraps Nationwide in Its Biggest Launch Yet

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Fan-favorite wraps expand nationwide following strong test momentum, with a new LTO flavor joining the lineup

LOS ANGELES--(BUSINESS WIRE)-- **Sweetgreen®** today announced the nationwide launch of Wraps, introducing the format to its menu for the first time with bold flavor and satisfying portions. Following a successful market test across locations in New York, the Midwest, and Los Angeles, Wraps will be available at Sweetgreen restaurants nationwide beginning May 6.

Wraps bring the brand's high-quality, thoughtfully sourced ingredients and scratch cooking into a format that fits seamlessly into busy, everyday routines.

The launch marks Sweetgreen's biggest category expansion beyond its chef-crafted bowls,

salads, and plates, introducing a more portable format designed for everyday occasions. All wraps are priced under \$15, with the average price around \$12.50*. Built to meet guests wherever they are, Wraps bring the brand's real ingredients and thoughtful sourcing into a format that delivers both convenience and value.

Wraps bring the brand's high-quality, thoughtfully sourced ingredients and scratch cooking into a format that fits seamlessly into busy, everyday routines. Each wrap is built with the same fresh, ingredient-forward approach that Sweetgreen is known for, layering bold flavors, texture, and protein into something that's both craveable and easy to eat on the go. With the majority of the signature wraps containing 40+ grams of protein, wraps offer a feel-good option for moments when guests want something quick without sacrificing quality. To support that, the team created a custom extra virgin olive oil tortilla in close collaboration with a trusted supplier, free of seed oils and preservatives, designed to meet Sweetgreen's standards for taste and ingredient integrity.

"We approached wraps the same way we approach everything at Sweetgreen, by focusing on the ingredients and

getting every detail right," said Jonathan Neman, Co-Founder and Chief Executive Officer at Sweetgreen. "We spent years developing this new platform, including creating a new tortilla and sourcing white cheddar and bacon that met our standards, then built each wrap with the same fresh, flavorful ingredients our guests come to us for. They deliver on what people crave. More flavor, more substance, more convenience, at a price point that makes Sweetgreen an everyday choice."

Since launching in select markets in February, Wraps have quickly built a loyal following, with guests embracing the format and coming back for more. Early feedback has been overwhelmingly positive, with customers calling it "the best thing I've had at Sweetgreen" and "a really filling, worth-it meal." That enthusiasm has only accelerated on social, where Wraps are already taking off on TikTok - sparking hundreds of videos, over 20 million views, and nearly 800K engagements across #sweetgreenwraps and #sweetgreenwrap - quickly becoming one of the most talked-about items on the menu.

The menu includes a lineup of familiar favorites, reimagined with bold flavor and Sweetgreen's ingredient-forward approach:

- Classic Chicken Caesar: Your go-to classic, elevated—made for easy, familiar lunches that always hit: antibiotic-free roasted chicken, parmesan crisps, shaved parmesan, garlic breadcrumbs and chopped romaine, tossed in caesar dressing with a squeeze of lemon.
- Chicken Jalapeño Ranch: A burrito-inspired Wrap with antibiotic-free roasted chicken, warm white rice, corn salsa, white cheddar and pickled onions, finished with spicy charred jalapeño ranch.
- Cali Chicken Club: Antibiotic-free roasted chicken, avocado, crumbled bacon, tomatoes and chopped romaine, finished with garlic aioli.
- KBBQ Chicken: Antibiotic-free roasted chicken, white rice, napa cabbage slaw, apple kimchi sauce and crispy onions, finished with KBBQ drizzle (available for a limited time through August 11).

The launch will be supported by one of Sweetgreen's largest social marketing campaigns to date, partnering with hundreds of micro and scaled creators who authentically represent a range of communities and passion points, with partners including Evan Mock, Joey Zauzig, Amanda McCants, Nicole Keshishian, Taryn Delanie Smith, and Ana Sofia Fehn, alongside a series of activations.

Wraps will be available nationwide beginning May 6 at all Sweetgreen locations. Guests can order in-store, via the Sweetgreen app or online at [sweetgreen.com](https://www.sweetgreen.com). To learn more about Sweetgreen, its menu, and its loyalty program, visit www.Sweetgreen.com. Follow @Sweetgreen on [Instagram](#), [Facebook](#), [YouTube](#), and [X](#).

*Higher prices and additional fees may apply for delivery orders and for purchases through third-party platforms.

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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