

Sweetgreen Highlights Fourth-Generation Freitas Brothers Farms in New Faces of the Farm Feature

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The latest installment spotlights the family's 80+ years of coastal farming expertise and Sweetgreen's commitment to intentional sourcing.

LOS ANGELES--(BUSINESS WIRE)-- Sweetgreen today released the latest installment of its Faces of the Farm original content series, celebrating the farmers behind its fresh, real ingredients. The new video spotlights Freitas Brothers Farms, a fourth-generation coastal farm renowned for its high-quality vegetables, particularly its standout cauliflower.

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Timed with Sweetgreen's Late Fall Menu, which features cauliflower in every dish, the piece highlights the farm's role in bringing seasonal, thoughtfully grown ingredients to Sweetgreen restaurants across California and Phoenix.

Nestled on California's Central Coast, the mild coastal climate, nutrient-rich soil, and more than 80 years of generational knowledge allow the Freitas family to grow exceptional cauliflower year-round.

The video visits the ranch and the Freitas family, including Joe Freitas Jr. ("Papa Joey"), his sons Eric and Jon, and his grandson Matt, who now helps lead the operation – showcasing their meticulous approach to soil health, crop rotation and sustainable practices across 10,000+ acres. The family has farmed the same land since the 1930s, expanding responsibly while preserving their legacy.

Faces of the Farm launched in March as part of Sweetgreen's long-standing commitment to partnering with sustainable growers whose practices elevate flavor, quality and transparency.

“When we started Sweetgreen 18 years ago, our mission was simple: source better ingredients from local farmers and growers, and connect more people to real food,” said Nicolas Jammet, Sweetgreen co-founder and chief concept officer. “Faces of the Farm is a celebration of the people at the heart of that mission—farms like Freitas Brothers, whose dedication to the land and commitment to quality shape the food we serve every day.”

Sweetgreen visited the ranch to capture the family’s story and the coastal landscape that shapes their work. As part of the campaign, Sweetgreen will share behind-the-scenes content from the ranch across its digital platforms, giving guests a deeper look at how the Freitas family cares for their crops and sustains land that has remained in the family for nearly a century.

“Our family has always believed that if you take care of the land, the land will take care of you,” said Matt Freitas, fourth-generation farmer at Freitas Brothers. “We don’t cut corners—we work the ground the right way, rotate crops carefully, and rely on the natural advantages our coastal climate provides. Partnering with Sweetgreen to tell our story means a lot to us.”

“Faces of the Farm: Freitas Brothers Farms” premieres November 26 on Sweetgreen’s digital platforms and newsletter.

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. Born at the farmers market, Sweetgreen’s supply chain now spans the country, still rooted in relationships with local farmers and growers. That foundation continues to guide its seasonal, chef-crafted menus across more than 260 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**.

Rebecca Nounou

Sweetgreen Contact, Media:

press@sweetgreen.com

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