

Sweetgreen Knows You Wait All Year for This

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Tomatoes are peaking, summer is fleeting and Sweetgreen is making it count

LOS ANGELES--(BUSINESS WIRE)-- Today, Sweetgreen announced the launch of its new summer seasonal menu, bringing sun-soaked flavor and peak-season ingredients to restaurants nationwide. The lineup includes Tomato Panzanella, available from June 9 through July 6, alongside the Picnic Bowl and Summer Market Bowl, both available from June 9 through August 10.

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The launch is part of Sweetgreen's Summer 2026 campaign, "You Wait for This,"

which taps into a simple truth: people wait all year for summer. For longer days, golden light, tomatoes at their peak and flavors that won't last forever. Sweetgreen's summer menu is built around that fleeting window, turning peak produce into vibrant, craveable dishes designed to be enjoyed while the season is here.

"Seasonality has always been part of the magic at sweetgreen, but summer gives us a chance to make that feel especially vivid," said Zipporah Allen, Chief Commercial Officer at Sweetgreen. "This menu reflects what we do best: pairing thoughtfully sourced, seasonal ingredients with bold, bright flavors that meet the moment and celebrate produce at its peak."

Sweetgreen's new summer lineup includes:

- Tomato Panzanella: Sweetgreen's first-ever panzanella. Bread, basil, and peak tomato. Summer in a bowl. A tomato-forward, Italian-inspired salad made with chopped romaine, arugula, summer tomatoes, avocado, basil, cucumbers, pickled onions, garlic breadcrumbs, feta and fresh tomato vinaigrette.
- Picnic Bowl: Bold flavors that take you to the backyard BBQ. A summer-ready salad made with chopped

romaine, golden quinoa, blackened chicken, summer vegetable medley, crispy onions, corn salsa and charred jalapeño ranch.

- Summer Market Bowl: Summer at the farmers market, without the grocery haul. A seasonal bowl made with baby spinach, warm wild rice, roasted chicken, pickled onions, summer vegetable medley, maple toasted sunflower seeds, feta and pesto vinaigrette.

The lineup reflects Sweetgreen's continued focus on scratch cooking, thoughtful sourcing, building craveable dishes around high-quality ingredients, real relationships with growers and produce at peak freshness. From summer tomatoes and fresh basil to roasted vegetables, each item brings color, texture and brightness to the menu.

To bring the campaign beyond the menu, Sweetgreen is teaming up with AllTrails on Summer Is Outside presented by sweetgreen, a curated collection of city-adjacent trails across select U.S. metros, each mapped near a sweetgreen restaurant. From lunch-break loops to weekend climbs, the partnership is designed to help guests make the most of summer outside - with fresh, seasonal food waiting at the end.

Tomato Panzanella will be available nationwide from June 9 through July 6, while Picnic Bowl and Summer Market Bowl will be available nationwide from June 9 through August 10. Sweetgreen's seasonal menu will continue later this summer with additional peak-season moments. Guests can order in-store, via the Sweetgreen app or online at **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**.

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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