

Sweetgreen Launches Macro Tracking Tool to Fuel the Protein Era

2025-11-10

As consumers prioritize protein, Sweetgreen’s latest innovation gives guests nutritional transparency and builds on protein-rich menu upgrades.

LOS ANGELES--(BUSINESS WIRE)-- **Sweetgreen** today announced the next evolution in its mission to connect more people to real food that strengthens and nourishes. As consumers increasingly prioritize protein as the cornerstone of wellness, the brand is introducing a new macronutrient tracking tool across its digital platforms, building on earlier menu upgrades that made Sweetgreen’s menu even more protein-forward and satisfying.

Sweetgreen introduces a new macronutrient tracking tool across its digital platforms.

The new feature allows customers to view detailed

protein, carbohydrate, and fat information for every menu item and use a real-time macro calculator to see how ingredient swaps affect their meal’s nutritional balance. Whether guests are tracking macros, training for fitness goals, or simply looking to make informed choices, the tool makes it easier than ever to understand exactly what they are ordering.

As a result of adding 25 percent more protein to entrees featuring chicken with no antibiotics ever and tofu earlier this year, Sweetgreen now offers nine made from scratch menu items with 30 grams of protein or more. Together, these updates respond to the cultural movement around protein and reflect Sweetgreen’s ongoing commitment to helping guests eat real food.

Championing Real Food

In a world saturated with powders, bars, and “fortified” snacks, Sweetgreen is redefining what real fuel looks like by

showing that wholesome food can deliver both performance and flavor – while still being packed with protein. With this launch, Sweetgreen reinforces its position as a leader in tech-driven personalization and sets a new standard for how fast food can deliver real nourishment without compromise.

“At Sweetgreen, we’re always looking for ways to use technology to support personalization and to better serve our customers,” said Wouleta Ayele, Chief Technology Officer at Sweetgreen. “The new macro tracking tool is designed to give guests more transparency and control, helping them make choices that fit their goals and enhance their everyday lives.”

More of What Guests Crave

Sweetgreen’s latest menu update delivers more of what guests love, including bold flavors, high-quality ingredients, and satisfying, protein-rich options designed to fit into every lifestyle.

- **More Protein, More Satisfaction:** Nine entrees now feature more than 30 grams of protein, including favorites like the Hot Honey Chicken (52g), Harvest Bowl (40g), and Chicken Pesto Parm (39g).
- **25% More Antibiotic-free Chicken and Tofu:** Entrees with antibiotic-free chicken and tofu now include even more protein for true satiety and sustained energy.
- **Premium Proteins, Cooked from Scratch:** Every serving of chicken, salmon, and steak is antibiotic-free, roasted in-house, and prepared fresh daily.
- **Big Flavor from Real Ingredients:** Every menu option is crafted with vibrant, wholesome flavor – from umami-rich sauces to blackened spice blends, and proteins that are never cooked in seed oils.
- **Nutrition Transparency, Simplified:** Guests can now easily view macronutrient breakdowns, including protein, carbs, fats, and calories across the menu.
- **New In-App Macro Calculator:** Customers can now track and customize meals in real time, making it easier than ever to understand exactly what’s in every bowl.

“Sweetgreen has always been rooted in enabling our consumers to personalize their experience,” said Zipporah Allen, Chief Commercial Officer at Sweetgreen. “As people look for food that’s both better for them and aligned with their evolving nutritional needs, we’re continuing to lead the charge by making real, nourishing meals easier to access and enjoy every day.”

For more information about Sweetgreen and its latest menu innovations, visit www.sweetgreen.com and follow @Sweetgreen on social media.

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

Source: Sweetgreen, Inc.