

Sweetgreen Makes Brussels the Object of Desire in New “Fall’s Best Dressed” Campaign

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The fan-favorite Fall Harvest menu returns nationwide with two new offerings, starring maple-glazed brussels sprouts alongside Jack Falahee and Maia Reficco.

LOS ANGELES--(BUSINESS WIRE)-- **sweetgreen** has announced the nationwide return of its Fall Harvest menu, the brand’s largest limited-time menu, featuring the fan-favorite Autumn Harvest Bowl alongside two new seasonal offerings: the Maple Glazed Salmon plate and Roasted Bacon Brussels side. The launch is supported by “Fall’s Best Dressed,” a new campaign that spotlights sweetgreen’s beloved maple-glazed brussels sprouts as the season’s most craveable side.

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To celebrate the return, sweetgreen is giving its maple-glazed brussels sprouts the full fashion treatment. “Fall’s Best

Dressed,” a new campaign starring actors Jack Falahee and Maia Reficco, draws inspiration from fashion editorials and annual best-dressed lists to put the unlikely fall style icon in the spotlight. Styled by Ryan Young, the campaign will run nationwide across select paid, social and out-of-home channels.

“Every fall has an ‘it’ item. Ours happens to be brussels sprouts,” said Zipporah Allen, Chief Commercial Officer at sweetgreen. “Only sweetgreen can take something like a brussels sprout and turn it into an object of desire by dressing them with our crave-worthy maple glaze. Jack and Maia brought exactly the right mix of style and playfulness to co-star alongside a seasonal favorite in a completely new way.”

“Brussels sprouts are genuinely my favorite vegetable, so I didn’t need much convincing,” said Falahee. “Giving them

a best-dressed campaign felt appropriately over the top. They're crispy, maple-glazed and, frankly, ready for their close-up."

"Fashion is one of the ways I play with character and mood; whether that's through acting, music, or theatre, so I loved bringing that same energy somewhere completely unexpected," said Reficco. "After learning how important brussel sprouts were to sweetgreen and what their creative vision was to highlight them, I was instantly on board."

Fall Harvest has become a defining part of the season at sweetgreen. It is the highest-volume limited-time offering in company history, with more than 1.4 million Autumn Harvest Bowls sold across its 2024 and 2025 seasons.

The 2026 Fall Harvest menu includes:

- Autumn Harvest Bowl – A sweet-and-savory seasonal side featuring maple-glazed Brussels sprouts, crumbled bacon and charred jalapeño ranch. Also available without bacon.
- Maple Glazed Salmon – A new seasonal plate featuring antibiotic-free miso-glazed salmon, maple-glazed brussels, warm roasted sweet potatoes, napa cabbage slaw, white rice and garlic aioli.
- Roasted Bacon Brussels – A new seasonal side pairing maple-glazed brussels sprouts with crumbled bacon and charred jalapeño ranch. Also available without bacon.

The return of sweetgreen's maple-glazed brussels began long before they hit the menu. This fall, the brand sourced the seasonal ingredient from Dynasty Farms in California's Santa Maria and Salinas Valleys and Turek Farms, a fourth-generation family farm in New York's Finger Lakes. Dynasty's brussels sprouts come from a single ranch, while Turek Farms carries forward its family legacy with a crop that is 100% hand-picked and force-cooled on-site within 24 to 48 hours of harvest. Together, these hands-on practices reflect the care behind one of sweetgreen's signature fall ingredients.

The Fall Harvest menu is available now at sweetgreen locations nationwide. Guests can order in-store, through the sweetgreen app or online for pickup or delivery. For more information about sweetgreen and its seasonal menu, 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 quick, accessible food can be: fresh, flavorful and built on real relationships with growers. From regional farms to kitchens across the country, sweetgreen serves seasonal, chef-crafted menus across more than 285 locations nationwide, creating spaces where food, people, and purpose come together.

Sweetgreen Contact:

Media: press@sweetgreen.com

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