

Sweetgreen Makes Its Northeast Florida Debut With First-Ever Jacksonville Location Opening at St. Johns Town Center

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The new restaurant opens September 15 with local partnerships, opening-day celebrations and a custom surfboard sweepstakes

JACKSONVILLE, Fla.--(BUSINESS WIRE)-- **sweetgreen**, the mission-driven restaurant brand serving healthy food at scale, is bringing its first-ever Jacksonville location to 4624 Town Crossing Dr. in St. Johns Town Center on September 15. The restaurant marks sweetgreen's first location in Northeast Florida, with opening-day celebrations featuring local partnerships, special offerings and a chance to win a custom surfboard.

Open daily from 10 a.m. to 10 p.m., the 2,560-square-foot restaurant will offer sweetgreen's signature menu of chef-crafted salads, warm bowls and protein-forward plates. In addition to fan favorites like the Crispy Rice Bowl and Miso Glazed Salmon, guests can explore sweetgreen's newest menu innovations, including its lineup of wraps, which bring the brand's signature ingredients into a more portable format, and the limited-time Fall Harvest menu, featuring the seasonal-favorite Autumn Harvest Bowl and two new seasonal offerings: the Maple Glazed Salmon plate and Roasted Bacon Brussels side.

sweetgreen's commitment to high-quality, sustainably sourced ingredients is reflected throughout the restaurant experience. From the open kitchen, where meals are prepared fresh daily, to the source board showcasing the farmers and growers behind its ingredients, every detail brings the brand's farm-to-fork mission to life.

In Jacksonville, sweetgreen is partnering with **Lipman Family Farms**, a family-run grower with roots in Florida and a strong focus on sustainable farming, and **Lady Moon farms**, a family-owned, 100% organic grower that has been farming organically since 1988, to help bring ingredients from our growers and suppliers to the St. Johns Town

Center restaurant.

“Jacksonville marks an exciting milestone for sweetgreen as we make our debut in Northeast Florida and bring our mission to a brand-new market,” said Ryan Slemons, Chief Development Officer at sweetgreen. “With its active lifestyle and appreciation for fresh, quality food, Jacksonville is a natural fit for us. We’re excited to finally open our doors in the River City and look forward to getting to know the community and becoming a part of it.”

Ahead of opening day, guests are invited to RSVP **via Eventbrite** for a sneak peek and complimentary meal on September 11 and 12.

To celebrate the grand opening on Tuesday, September 15, sweetgreen will host a special event starting at 10:00 a.m. featuring local partnerships and giveaways, while supplies last. Event details include:

- Fresh Cut Fruit from **Fruit Float**
- Volkswagen Photo Booth Bus with **Good Times Roll**
- Custom Surfboard Sweepstakes* with Surfboard Artist, **Alexx Gray**

*Below terms apply.

sweetgreen is proud to partner with **Clara White Mission**, a Jacksonville-based non-profit committed to preventing and reducing homelessness. For every meal purchased on opening day, sweetgreen will donate a meal to Clara White Mission to nourish communities in Jacksonville experiencing food insecurity.

Orders can be placed in-restaurant, online or through the sweetgreen app, where guests can join SG Rewards. Members earn 10 points for every eligible dollar spent, unlocking personalized offers, exclusive perks and free menu favorites. Get all the details about SG Rewards **here**.

To learn more about sweetgreen Jacksonville, its menu and its loyalty program, visit **www.sweetgreen.com** and follow @sweetgreen on **Instagram, Facebook, X, TikTok** and **YouTube**.

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.

Terms and Conditions:

All promotions items available in-store only at sweetgreen St. John Towns Center (Jacksonville, FL) while supplies last. No purchase necessary. All Times ET.

*No purchase necessary. Open to legal U.S. residents who live/work in the Jacksonville, FL area, 18 or older. Ends 10 p.m. ET 9/15/26. Void outside Jacksonville & where prohibited. Subject to Official Rules, available at store. Prize must be picked up by winner at Jacksonville location. May take up to 6 weeks for delivery following consultation with artist.

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