



NEWS RELEASE

## Sweetgreen is “Here For The Bowl”

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Ahead of The Big Game, The Brand Unveils a Larger-Than-Life San Francisco Activation Celebrating Its New Catering Offering

LOS ANGELES--(BUSINESS WIRE)-- Ahead of The Big Game, **Sweetgreen** is making a bold statement in San Francisco and inviting fans to see it for themselves, unveiling a larger-than-life “Here for the Bowl” activation in celebration of the launch of the brand’s newest catering format: the Build Your Own Sweetgreen Bar.

Now available nationwide at select locations, the Build Your Own Sweetgreen Bar is Sweetgreen’s most flexible catering format to date.

On Saturday, February 7, from 8am–2pm, Sweetgreen will touch down at the Ferry

Building’s South Plaza during the Ferry Plaza Farmers Market, with a super-sized activation tied to the launch of its newest catering format. Rooted in the universal truth that “sometimes when you show up for an event, you’re really just there for the food,” the experience introduces - Here for the Bowl - Sweetgreen’s new campaign positioning catering at the center of modern gatherings.

The activation features bold on-site signage and a scannable QR code directing passersby to Sweetgreen’s catering platform, where they can explore and order the new Build Your Own Sweetgreen Bar. From 8 am - 11:55 am, visitors of the activation can also enter for a chance to win free Sweetgreen Catering up to \$400 for their Big Game celebration on 2/8/26. Prize delivery limited to within 10 miles of Sweetgreen’s Folsom + Main store\*.

“Catering doesn’t have to mean compromising on quality, convenience or choice,” said Zipporah Allen, Chief Commercial Officer at Sweetgreen. “With the Build Your Own Sweetgreen Bar, we’re rethinking how groups eat, offering a customizable experience built on real, nutrient-dense ingredients, intentionally sourced from farmers who share our values. Whether it’s game day or everyday celebrations, it’s food that brings people together and

leaves everyone feeling good."

## A New Way to Cater: Build Your Own Sweetgreen Bar

Now available nationwide at select locations, the Build Your Own Sweetgreen Bar is Sweetgreen's most flexible catering format to date. Designed for group occasions, each bar is served in increments of 10 to scale from 10 to 10,000 and allows hosts to mix and match bases, proteins, toppings and dressings, making it easy to accommodate a wide range of tastes and dietary preferences.

Each Sweetgreen Bar includes:

- Multiple bases (greens and grains)
- A choice of protein
- A variety of fresh toppings
- House-made dressings
- Optional upgrades including steak, salmon, and avocado
- Bread

The new format complements Sweetgreen's existing catering menu of individual bowls and bundles, offering hosts more ways to feed a crowd — whether for game-day gatherings, team meetings, graduations or corporate events.

While the Big Game sets a cultural backdrop, Here for the Bowl is built to go far beyond game day. The campaign taps into a broader shift toward better-for-you options at social gatherings — proving that food can be both satisfying and feel good. Following the San Francisco activation, Sweetgreen will continue bringing the Build Your Own Sweetgreen Bar to life across owned, earned and social channels, highlighting real-world hosting moments and reinforcing the brand's place in modern, culture-forward celebrations year-round.

The Build Your Own Sweetgreen Bar is available to order now at [www.sweetgreen.com/catering](http://www.sweetgreen.com/catering), with availability continuing to expand nationwide. For more information visit [www.sweetgreen.com](http://www.sweetgreen.com) and follow @Sweetgreen on social media. For direct catering inquiries contact [catering@sweetgreen.com](mailto:catering@sweetgreen.com).

\*NO PURCHASE NECESSARY. Open to legal U.S. residents, 18+. Entry only available in person on Saturday, February 7, 2026, from 8:00 AM to 11:55 AM PT at the South Plaza of the Ferry Building located at 1 Ferry Building San Francisco, CA 94105. Limit one entry per person. One winner will receive Sweetgreen catering up to \$400 with personal delivery. Prize valid only for Big Game watch party on Sunday, February 8, 2026. Winner must be reachable by 12:00 PM PT on Saturday, February 7, 2026. Delivery limited to locations within 10 miles of Sweetgreen's Folsom + Main store located at 150 Folsom Street, San Francisco, CA 94105. Order must be placed by 2:00 PM PT on Saturday, February 7, 2026 for delivery on Sunday, February 8, 2026 after 2:00 PM PT. Prize subject

to availability. Void where prohibited. See Official Rules [here](#).

**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 280 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](http://www.Sweetgreen.com). Follow @Sweetgreen on [Instagram](#), [Facebook](#), [YouTube](#), [X](#) and [TikTok](#).

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