



MAKE AMERICA HEALTHY AGAIN

We're launching more than a new seasonal menu this Tuesday...

What is the Make America Healthy Again campaign?

sweetgreen, the destination for simple, seasonal, healthy food, has launched the Make America Healthy Again campaign to spark a dialogue around the food system and its relationship to our country's health crisis. We believe it's a win-win-win — company, customer and community — to have these conversations.

Especially in the midst of a presidential election cycle, we need to be talking about the food system and how it's connected to public health, climate change and the environment.

We're on a mission to inspire healthier communities, and that means we must first call attention to the nation's health crisis and take a stand for health. We need to rethink how we define "healthy" and take action.

What do we believe should be done to make America healthier?

- *Rethink the Supply Chain:* We're not growing enough real food or supporting the small and midsize farmers who are growing it. We need to rethink our supply chain and listen to the farmers and eat with the seasons, like Mother Nature intended.
- *Increase Transparency:* We need to take action to require more transparency from government regulators and consumer-facing companies — consumers need to have more information, clarity and context to make the right decisions for their health.
- *Improve Access:* We need to feed more people better food and create a more equal, just food system. Healthy food should be a right, not a privilege — how do we make it more accessible?

What's sweetgreen doing as a company to make America healthier?

The food. We are committed to serving a plant-based menu, sourcing whole fruits, greens vegetables from local food economies. We prepare our food in-house every day, using produce delivered that morning. And we make our beverages in-house, using just a touch of honey or agave so we're keeping our sugar levels well below Harvard nutrition guidelines. In keeping with the seasons, we change our menu five times a year. But for this menu rollout, we went a little further. In addition to a new seasonal menu that brings back the popular Mexican Corn Elote Bowl, May 24th also marks the fleetwide launch of our new core menu, to which we've made some changes that we're proud to share:

- *We removed sriracha:* The second ingredient in sriracha is sugar, so we removed it from our recipes, replacing it with the natural, sugar-free heat of dried chiles.
- *We removed bacon:* Simply put, you can't be a healthy food business and serve bacon. Since we implemented the food ethos, we've been making improvements on an ongoing basis to get our menu to a healthier, more wholesome place that balances flavor and ethos.
- *We added portobello mushrooms and sustainably farmed steelhead:* Our new Hello Portobello and OMG Omega bowls are rich and hearty in flavor, more nutritious and more compelling than the dishes they're replacing (Avocobbo and Wild Child). The roasted portobello mix and steelhead toppings are delicious, versatile and sustainable, and they give our guests a range of flavor profiles to work with.

The holistic approach. We're in the business of food, but we know that inspiring healthier communities is about way more than food. Health is subjective, and it's holistic. To that end, we create a variety of experiences that tie to health, with run clubs, walking tours, yoga classes and meditation sessions, as well as Instameets to bring guests to our farms so we can connect real people and real food, chef demonstrations with Chef Michael Stebner, and intimate dinners, where we talk about food, seasonal eating and farming. These experiences change the way people think about food and their health, and they empowers people to make better decisions for their health, however they define it.

The conversation. In the coming months, we'll be leading conversations around various issues in the food system, from nutrition and economics to transparency. We want to raise awareness of the flaws in today's food system and work together to envision a sustainable future that protects real food.

Learn more at makeusahealthy.com
#MakeAmericaHealthyAgain