

sweetgreen[®]

Transparency beyond
knowing where our food
comes from

February 2019

Our mission is to inspire healthier communities by connecting people to real food.

Through our Food Ethos, we believe the choices we make about what we eat, where it comes from, and how its prepared have a direct and powerful impact on the health of individuals, communities and the environment.

We are a fast casual restaurant chain selling a variety of salad + warm bowls using whole ingredients that are scratch cooked every single day.



Founded in 2007

85+ Locations across the US

6 Distinct Sourcing Regions

5 Seasonal Menus

60+ Produce SKUs

100+ Farm Partners

10 Core Bowls

3 Seasonal Offerings/Season





Tech enabled, curious, and health conscious

60% want to know if an ingredient is certified organic

42% want to know the total food miles

50% want to know when our ingredients arrived at a sweetgreen

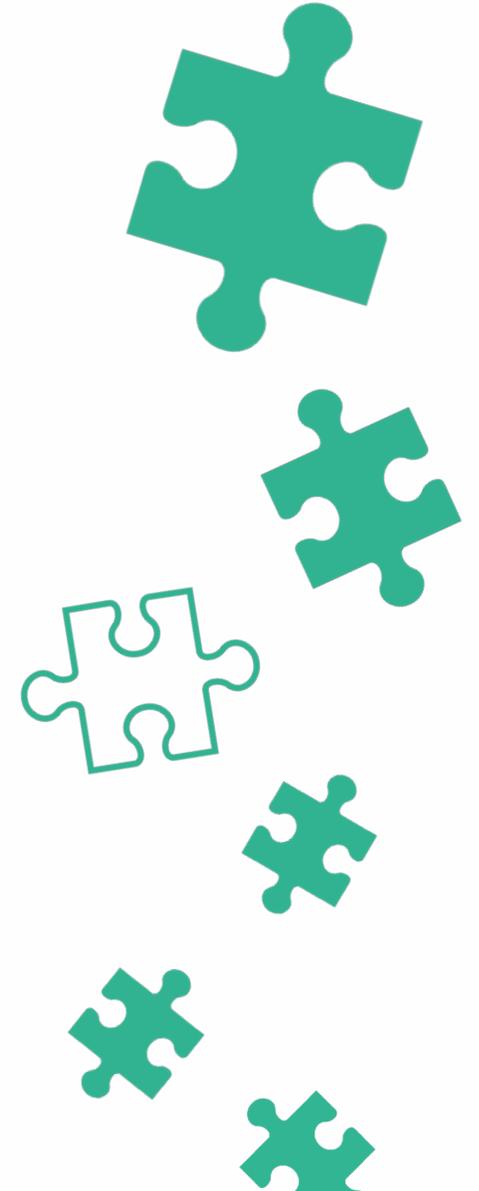
43% want to know the name of the farm

*Based on internal customer surveys

Radical Transparency

Radical Transparency beyond showing our customers where their food comes from.

Radical Transparency between partners that enhances our value chain to deliver safe, delicious, quality, sustainably produced food consistently.

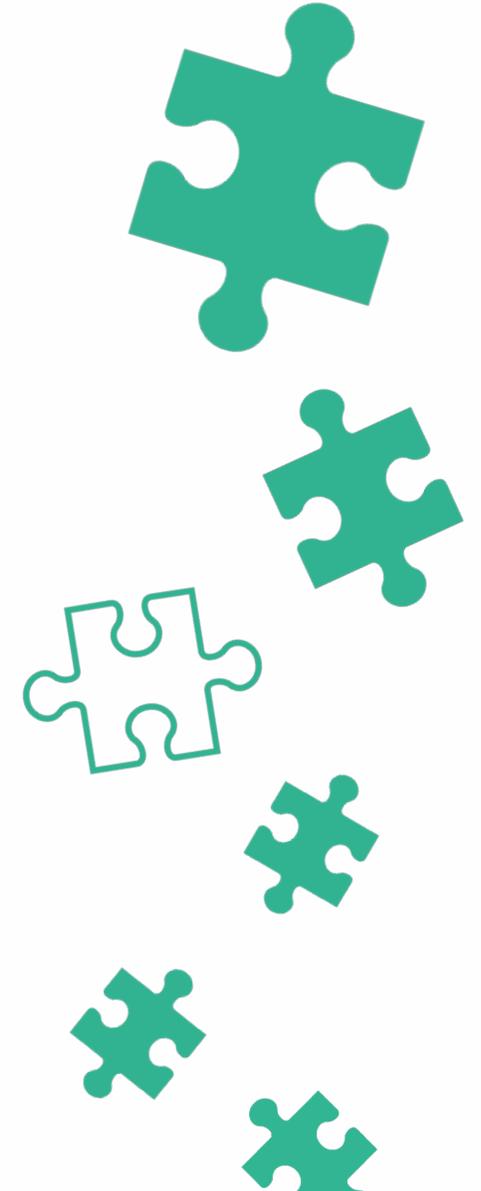


This isn't just about **blockchain**. This is digitizing the flow of assets through the entire value chain.

We like to think of our blockchain as the table on which the puzzle pieces lie.

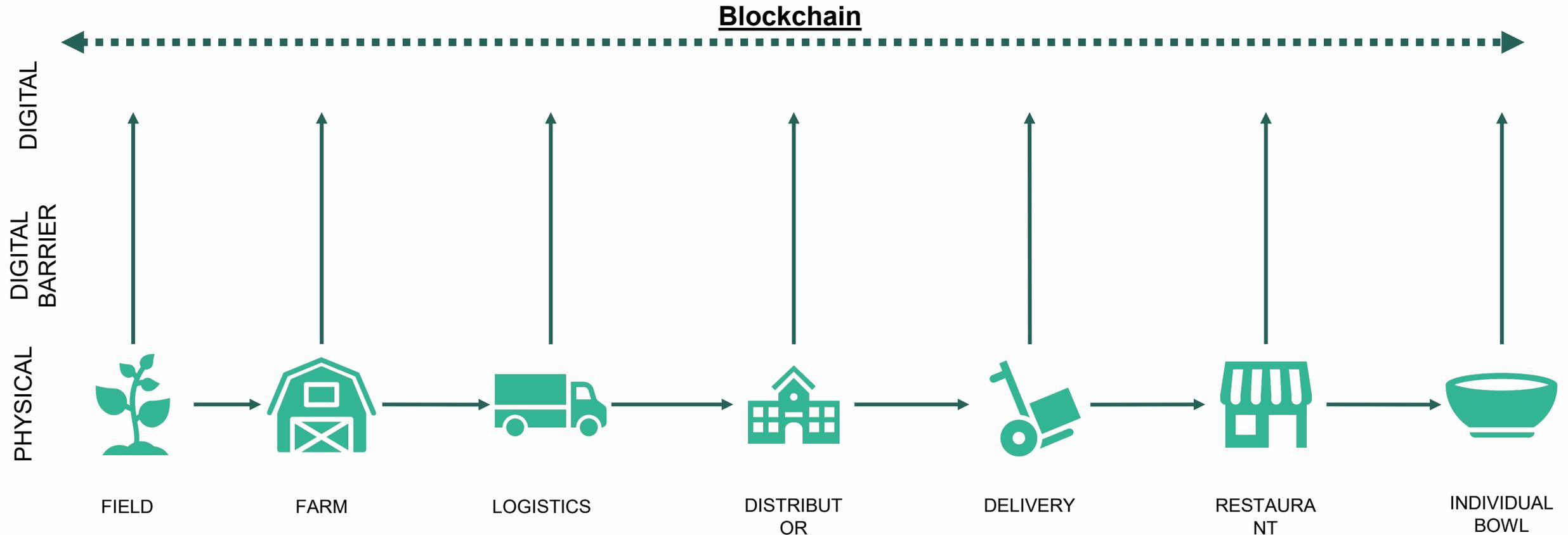
We use blockchain to weave in information gathered by:

- In field IoT sensors
- GPS and temperature units in trucks
- Distributor ERP systems
- sweetgreen refrigeration units
- 3rd party audits
- etc. etc.

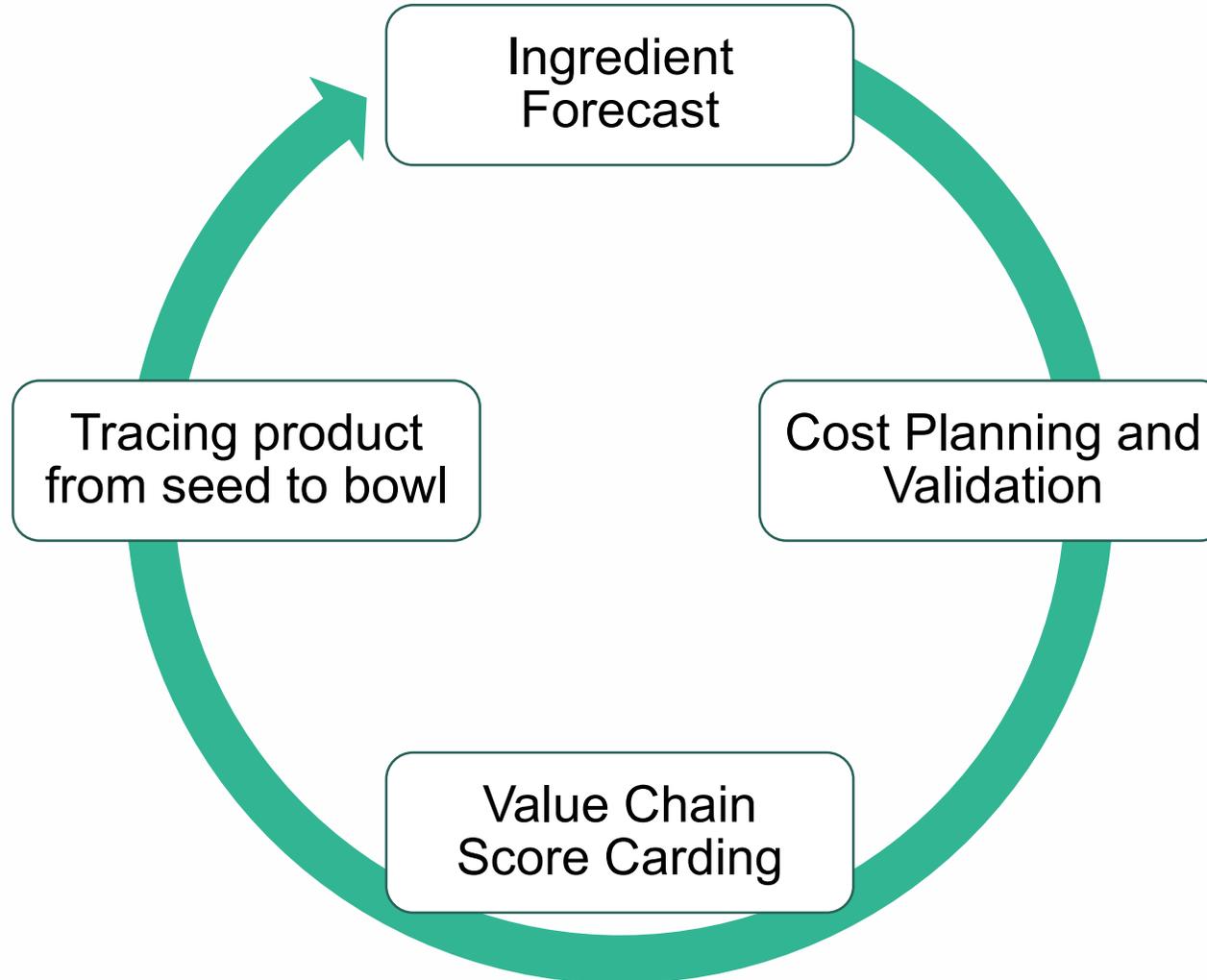


The possibilities of what we can learn and use are limitless.

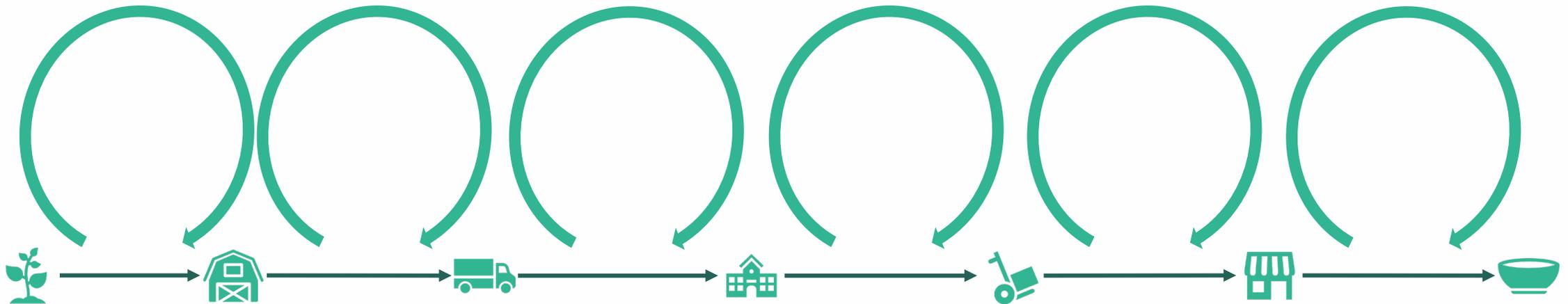
But it all starts with setting the table and inviting partners to join on this journey.



True transparency is more than knowing what farms provide our ingredients.
Transparency is a series of feedback loops between all partners within the value chain.



- Demand forecasting and crop planning
- Inventory visibility, deployment, and efficiency
- Cost planning and tracking (smart contracts)
- Quality Management
- Transparency and Traceability



Our greatest challenge is **not** the technology

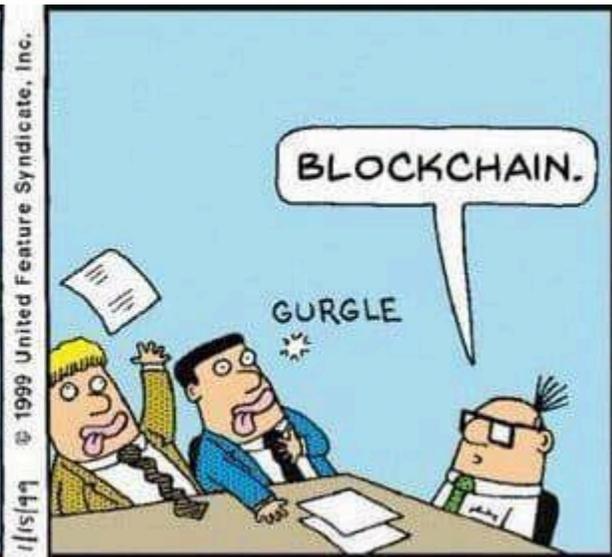
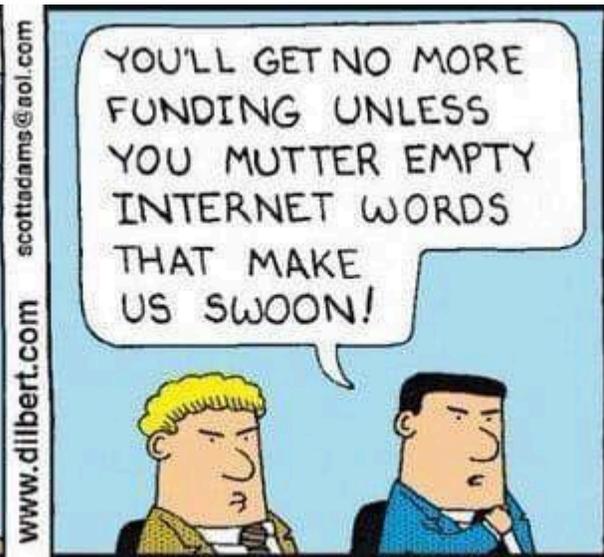
Our greatest challenge is socioeconomic and process oriented. It's people:

- “We already send shipment information via EDI”
- “What’s the value for me”
- “Consumers don’t really want to know where their food comes from?”
- “It costs too much”
- “This does not fit into our current process of tracking cases of produce”

JOIN US

sweetgreen®

THANK YOU



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Our supply chain is set up to “source smarter, make better decisions and help customers be a positive force in the world and on the food system.” – Nic Jammet

