

**WELCOME TO CAVA –
FOUNDER LED, MISSION DRIVEN,
GUIDED BY THE MEDITERRANEAN WAY**



OUR MISSION

TO BRING HEART, HEALTH, AND HUMANITY TO FOOD.

WE BELIEVE IN:

Serving delicious food that helps more people eat well and live well.

Taking care of the people and things that feed us: our Team Members, the earth, farmers, and purveyors.

Food as a unifier, for a more diverse and inclusive world where all are welcome.

THE MEDITERRANEAN WAY IS A POWERFUL OPPORTUNITY THAT PROVIDES A CLEAR FORMULA TO WIN

MEDITERRANEAN IS STRONGLY ALIGNED WITH TODAY'S CONSUMER

#1
best diet overall by
U.S. News & World Report 7 years in a row ¹



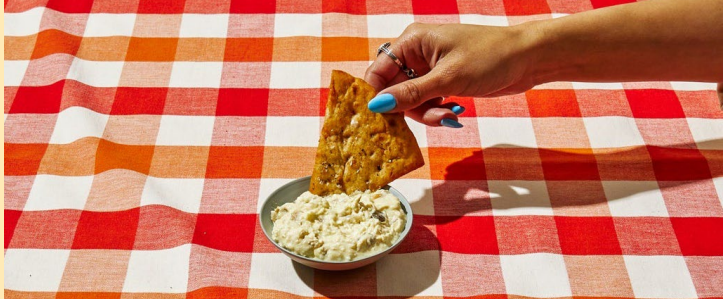
80%
decrease in early death from heart disease ³



+15%
U.S. Mediterranean
restaurant category growth ²



7.3X
growth in Mediterranean
food interest ⁴

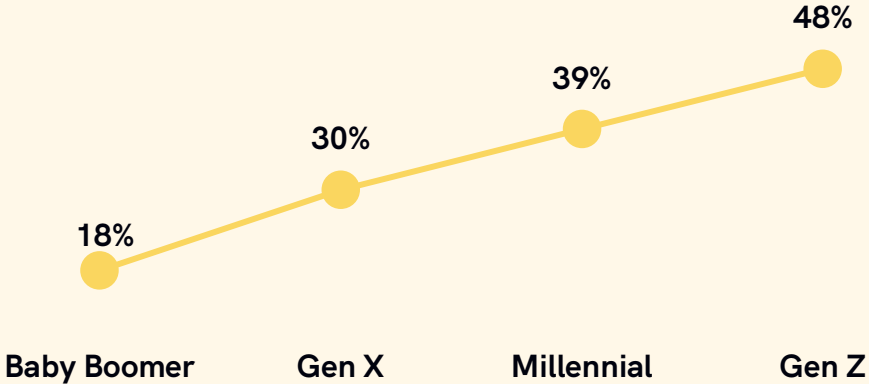


ONE OF THE MOST
underserved category in fast-casual restaurants ⁵

¹ U.S. News (2024)
² As of 2021. Based on projected 2020-2024 growth in Middle Eastern restaurants
³ Johns Hopkins Medicine; Combined with regular exercise, a healthy weight, and not smoking
⁴ Google trends (U.S. Mediterranean food interest from Jun-2012 through Mar-2023)
⁵ IBIS World, represents Mediterranean supply of restaurants vs. perceived unmet demand

AS OUR COUNTRY GETS MORE DIVERSE, PALATES ARE EVOLVING, SEEKING BOLDER AND MORE ADVENTUROUS FLAVORS

% OF U.S. POPULATION FROM AN ETHNIC MINORITY GROUP



Food = Self Expression

Majority of Gen Z believes what they eat defines their identity.

New Cuisine Types Take Center Stage

Younger generations have grown up eating differently.

Social & Environmental Issues Can't Wait


67% of consumers say they are trying to have a positive environmental impact through their everyday actions.

Shifting Perceptions Of Health

Younger consumers value taste, nutrition, and overall improvement of mental and emotional health.

WE PROVIDE A DIVERSITY OF MENU AND CUSTOMIZATION OPTIONS

38 Ingredients – Over 17.4 Billion Combinations



4 ENTRÉES

- Greens + Grains Bowl
- Salad Bowl
- Rice Bowl
- Pita



6 DIPS

- Tzatziki
- Hummus
- Red Pepper Hummus
- Harissa
- Crazy Feta
- Roasted Eggplant Dip



7 MAINS

- Harissa Honey Chicken
- Grilled Chicken
- Falafel
- Spicy Lamb Meatballs
- Steak
- Braised Lamb
- Roasted Vegetables



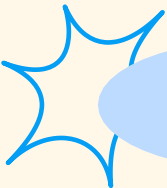
13 TOPPINGS

- Shredded Romaine
- Persian Cucumber
- Cabbage Slaw
- Tomato & Onion
- Tomato & Cucumber
- Kalamata Olives
- Fiery Broccoli
- Salt-Brined Pickles
- Fire Roasted Corn
- Pickled Onions
- Avocado
- Crumbled Feta
- Pita Crisps



8 DRESSINGS

- Balsamic Date Vinaigrette
- Yogurt Dill
- Lemon Herb Tahini
- Greek Vinaigrette
- Garlic Dressing
- Skhug
- Tahini Caesar
- Hot Harissa Vinaigrette

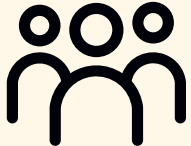


4 ENTRÉES 6 DIPS 7 MAINS 13 TOPPINGS 8 DRESSINGS

POSITIONING CAVA AS THE DYNAMIC RESTAURANT GROWTH STORY FOR THE FUTURE PERMEATED WITH DIVERSITY

BROAD BASED APPEAL

GUESTS



A vibrant and diverse base of guests¹

CHANNELS



A robust multi-channel strategy²

DAYPARTS



A highly attractive daypart split²

GEOGRAPHY



Large & diverse geographic footprint³

FOOD



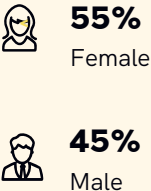
Broad menu appeal to diverse preferences and tastes

INCOME

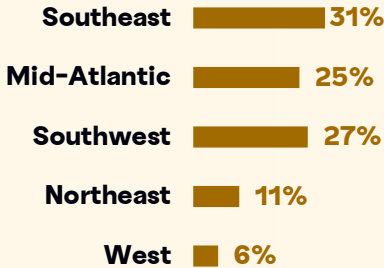
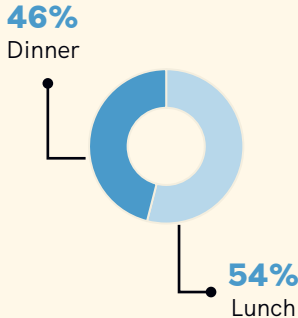
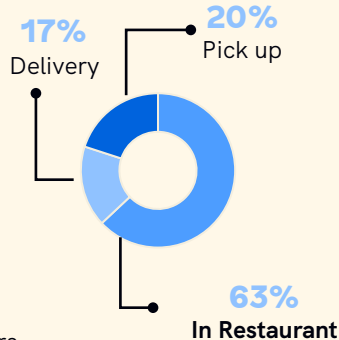
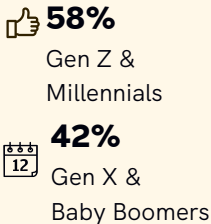


Wide distribution across income brackets¹

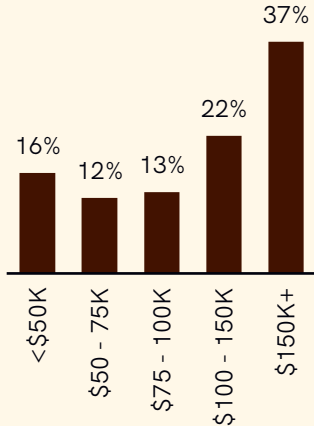
GENDER



AGE



- Plant-Based Friendly
- Cooked With Fire
- Bold Flavors
- Flexitarian

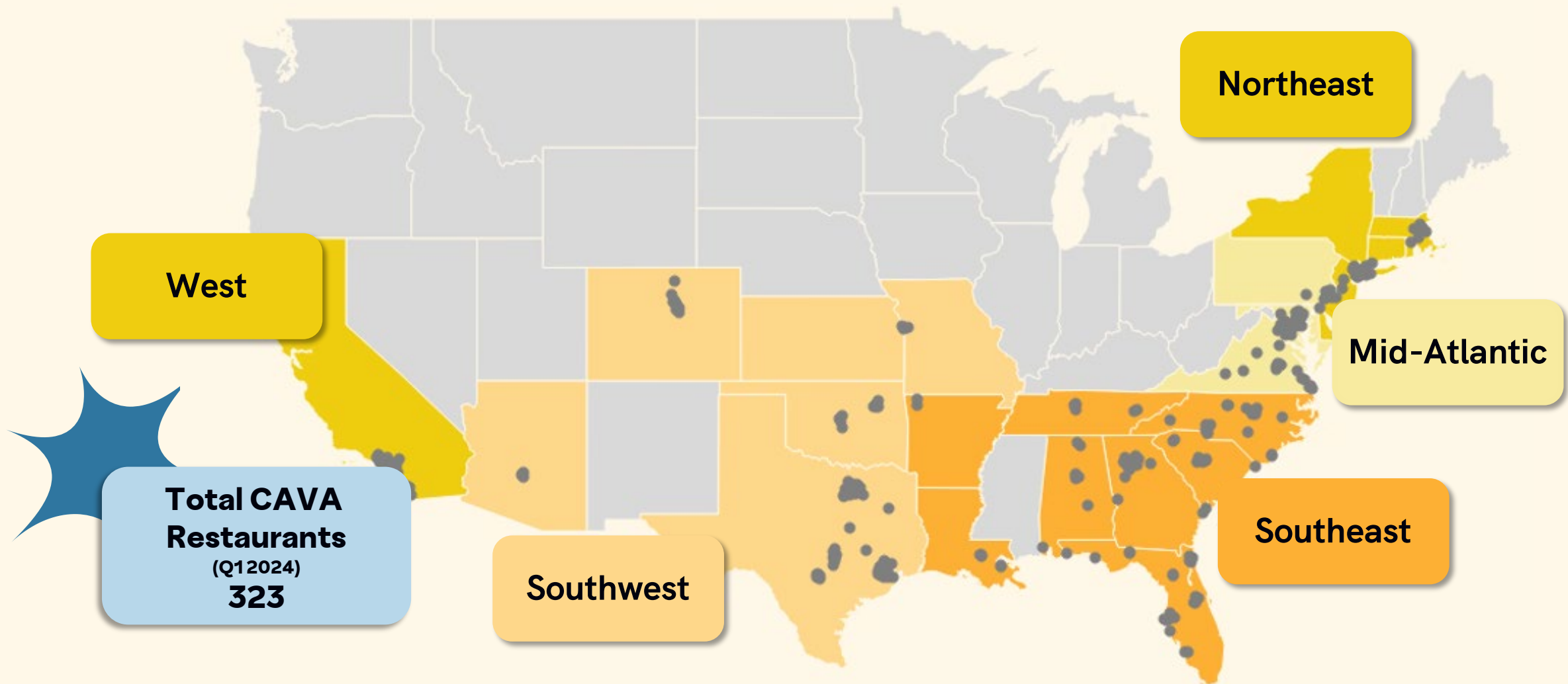


¹ As measured from February 4, 2022 to February 3, 2023; Age survey excludes individuals younger than 18 years

² For the fiscal quarter ended April 21, 2024

³ Based on CAVA Restaurant Count as of April 16, 2023

CAVA HAS PROVEN PORTABILITY ACROSS DIVERSE MARKET TYPES AND GEOGRAPHIES





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