

At First Watch, our “You First” mission is to Make Days Brighter. We do this every day in ways big and small. We take a lot of pride in the way we make our employees and customers feel – but even so, we’re always looking for ways to pursue even more goodness. This document includes select examples of our aspiration to always strive for better.

“PURSUIT OF GOODNESS”

FIRST
WATCH

ASPIRING TO DO RIGHT BY OUR PEOPLE

Our “You First” Vision is to “create amazing opportunities for our people.” By focusing on our employees first, they will in turn take care of our customers, partners and communities. Through our “Be A Better Human” platform, we celebrate individuality, taking care of one another and doing the right thing, all while enriching the employee experience and ensuring unique voices, perspectives and experiences are recognized.



- We operate on a “No Nights Ever” approach, which allows our teams to enjoy evenings with their family and friends, resulting in an improved quality of life.
- We regularly host W.H.Y. (We Hear You) Tours, where our senior leaders connect directly with cooks, servers, bussers, dishwashers and hosts nationwide to get their candid perspectives and create an opportunity for idea sharing. Established in 2021, we host approximately 20 of these listening sessions each year, then look for common themes to make meaningful improvements.
 - Over the last several years, we’ve heard directly from more than 1,500 employees and logged more than 150 hours in our W.H.Y. Tours. Based on those critical conversations, we’ve made significant investments in expanding our benefits to meet our people where they are – wherever and whenever they need support.
- In 2020, we created the You First Fund, which provides financial support to employees and their immediate families during times of significant hardship following the impacts of qualifying disasters. A portion of each kid’s meal sold benefits this fund and others like it.
- We also donate a portion of every kid’s meal sale to the [V Foundation’s Dick Vitale Pediatric Cancer Research Fund](#). 100% of these donations go toward life-saving pediatric cancer research and programs to help build a healthier future of children battling cancer.
- Our people are our purpose, which is why we will continue to invest in benefits and programs, as we aspire to maintain employee turnover that sits below the industry average.
- *The proof is in the (chia seed) pudding: After first appearing on the list in 2022 and 2023, First Watch was named the s #1 Most Loved Workplace® in America in 2024 and 2025, as declared by the Best Practice Institute, and as seen in Newsweek and The Wall Street Journal.*



ASPIRING TO

DO RIGHT BY OUR PLANET

It's important to us to work with partners who share our values while making more sustainable choices for the world around us. We focus on practical steps toward more sustainable solutions, fostering long-term partnerships with suppliers who share our high standards.



- Our restaurant kitchens feature higher efficiency equipment choices, including ENERGY STAR® certified kitchen equipment and tankless water heaters. We monitor water and energy consumption levels, and have internal processes in place to monitor and flag atypical water use.
- When taking over existing restaurant buildings, we make an effort to reuse existing materials to reduce impact. We also incorporate more sustainable materials where possible, and work to source wood tabletops from a sustainable forest.
- In 2022, we made compostable straws and coffee stir sticks available in all our restaurants nationwide.
- We strive to source to-go packaging that is compostable and/or recyclable¹, and we are proud to partner with suppliers who are working to minimize food waste.
- We serve more than 19 million cups of coffee annually, the majority of which is our Project Sunrise coffee, a coffee sourced from a unique partnership we maintain with Mujeres en Café (or Women in Coffee), female coffee farmers based in the Huila region of Colombia. We are proud to pay a premium for these single-origin beans, so that we can in turn support these women farmers to help improve their quality of life and facilitate their operations. *Making an impact while making life better for female coffee farmers? We'll raise a cup to that!*



¹Based on local availability.

ASPIRING TO DO RIGHT WITH OUR PRODUCTS

Our commitment to quality and care is inspired by our [Follow the Sun food ethos](#) and evidenced in the elevated ingredients we use – sourced from hand-selected suppliers and farmers who share our same beliefs and standards, including the commitments outlined in the [Five Domains model](#) for animal welfare. Our philosophy is guided by a balance of three principles: quality ingredients, science-backed animal welfare and a rigorous supply chain strategy that makes it all possible.



- At First Watch, we are committed to a culture of progress and improvement. We know it's critical to stay informed on animal welfare topics, which is why we review our approach and progress annually, and work with third-party animal experts as part of our Advisory Council on Food Safety and Animal Welfare to explore practical and scalable solutions.
- In partnership with our Council, as well as our trusted suppliers, farmers and industry and animal welfare organizations, we continually strive to advance our animal welfare efforts and outcomes in support of the health of people, animals and the environment – while balancing supply chain availability, price and other potential disruptions due to unforeseen events.
- Our supply chain pillars – as demonstrated in our Supplier Code of Conduct – promote safety, integrity, quality and transparency, and we're proud of our industry-leading food safety program. We work with suppliers that value our commitment to quality and conduct annual risk assessment audits of their manufacturing facilities.
- We strive to provide transparent information about nutrition and allergens, empowering guests to make informed choices that align with their individual needs and preferences.
- Our commitment to using cage-free eggs² dates back to 2015, and today, all made-to-order egg dishes served in our restaurants are made using certified cage-free eggs.
- Our land-based protein suppliers have agreed to follow the current humane handling guidelines from the Meat Institute, National Pork Board, National Chicken Council, National Turkey Federation and National Milk Producers Federation.
- Our broiler chicken supplier is recognized as *American Humane Certified*TM, and the broiler chicken we source is

raised with no antibiotics ever, no steroids, no growth stimulants or hormones, and is never fed animal by-products.

- We're actively seeking to increase the amount of pork we purchase from farms that utilize group housing³ for pregnant sows. As of March 2025, we are sourcing 100% of our deli ham offerings from farms with group housing systems. We will continue to work toward sourcing pork that meets our culinary specifications, high quality standards and accessible pricing from farms with group housing systems for sows. While First Watch remains committed to ongoing progress and intends to share updates as appropriate, due to market conditions and supply constraints for some products, we are unable to forecast a specific timeline to source all our core menu pork from farms with group housing systems.
- All salmon partner facilities must provide an approved Alaska Responsible Fisheries Management Chain of Custody Certification performed by certified third-party auditors.
- *We hand-select our partners and are grateful to work with suppliers who, like us, are committed to goodness, obsess over every detail and take the time to uncover the very best ingredients available. That's how we put the "good" in "good morning!"*



² Subject to market conditions and supply constraints, including disruptions to the supply chain caused by outbreaks of avian flu, which may require sourcing conventional eggs on a temporary, as-needed basis.

³ As defined by the [American Association of Swine Veterinarians](#) (AASV).