FACT SHEET · NOVEMBER 2026

Go Greek Yogurt

Go Greek Yogurt began with the five years Tanja Murgel-Subotić spent living in Greece, and with the yogurt she ate there every day. With co-founders David Subotic and Jonathan Magaritakis Williams she brought it to Bedford Drive in Beverly Hills, creating the concept in full: the recipes and menu, the identity, the architecture and the interiors. Today Go Greek serves self-serve frozen yogurt, made-to-order yogurt bowls and smoothies at 38 shops in six countries, from Los Angeles, Miami and New York to London, Riyadh and Dubai, alongside GG Premium Olive Oil from Crete and YOPP, an animated world of stories and activities for families. gogreekyogurt.com

FOUNDED	2012, Beverly Hills, California
FIRST SHOP	452 N Bedford Drive, Beverly Hills, October 2013
FOUNDERS	Tanja Murgel-Subotić (creator, co-founder, Creative Director), David Subotic, Jonathan Magaritakis Williams
LOCATIONS	38 open and 27 more announced (brand store locator and press, November 2026)
COUNTRIES	United States, Saudi Arabia, Kuwait, United Arab Emirates, Jordan, United Kingdom
MENU	Self-serve Greek frozen yogurt, made-to-order Greek yogurt bowls, smoothies; GG Premium Olive Oil from Crete
FOR FAMILIES	YOPP, an animated world of stories, books and activities
ONLINE	gogreekyogurt.com · Instagram @gogreekyogurt

MILESTONES

2012 Go Greek Yogurt is founded
Oct 2013 The first shop opens on Bedford Drive
Feb 2016 Orange County
Feb 2017 Santa Monica, on Ocean Avenue
2021 The first international franchise
Dec 2024 Entrepreneur Middle East's The 100
Feb 2025 Five stores across Riyadh
May 2025 Florida, at Miami Worldcenter
Sep 2025 Thirteen stores worldwide
Jan 2026 San Diego
Mar 2026 The Dubai Mall
Apr 2026 New York, on Broadway
May 2026 GG Premium Olive Oil
Jun 2026 Amman
Jul 2026 London, Mayfair
Sep 2026 Tampa Bay
Oct 2026 The world of YOPP
Nov 2026 Go Greek Bayfront
Nov 2026 Thirty-eight shops

SELECTED COVERAGE

Los Angeles Times	Frozen Greek yogurt is having a moment — and L.A. is leading the charge	Oct 2026
Daily Mail	The savvy founders who outlasted America's fro-yo bust - and how they turned a dying dessert trend into a booming comeback	May 2026
Time Out New York	Celeb-magnet Go Greek Yogurt is NYC's new 'it' Greek yogurt spot	Apr 2026
The Times	How frozen yoghurt became London's coolest summer craze	Jul 2026
Metro	Dessert trend that 'quietly died' in 2010s is back and it's taking over London	Aug 2026
Khaleej Times	Go Greek Yogurt expands into the Middle Eastern market	Dec 2024
L'Officiel Arabia	The Power Within	Jan 2025
Entrepreneur Middle East	The 100: Tanja Subotic, Co-founder, Go Greek Yogurt	Dec 2024

THE FOUNDER

Tanja Murgel-Subotić is a visionary entrepreneur, founder, writer, storyteller, producer and world creator. She is the creator, co-founder and Creative Director of Go Greek Yogurt, where she created the brand's concept, original recipes and menu, identity, architecture and interiors, and leads its creative direction and new initiatives. She is the founder of Para Vidya Inc., an entertainment and technology company and home of Wonders of Wisdom, and the author of The Golden Virtue.

PRESS AND PARTNERSHIPS

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