

HAUTE LIVING

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Go Greek Yogurt Opens First Location In Florida At Miami Worldcenter



By Laura Vallina, Haute Residence Editor-In-Chief



Only in Miami, you'll see an open bar serving E11EVEN vodka cocktails paired with a DJ playing better mixes than your go-to spot.

All for a frozen yogurt opening (this was my first indicator that the yogurt was going to be good.) On Tuesday, May 20, Go Greek celebrated the opening of its first location in Florida with people lined up as if frozen yogurt had just been invented — spoons in hand, eyes wide, like they'd never tasted sweetness before. But the truth is that's because most of us haven't had a froyo like this in our lives. It's creamy rich fresh Greek frozen yogurt left me thinking about it for days. Let's read about the masterminds behind making froyo cool again.

The beloved Beverly Hills-based [Go Greek Yogurt](#) brings a taste of the Mediterranean to Florida with the grand opening of its first Florida location at Miami Worldcenter. Known for its authentically crafted fresh and frozen Greek yogurt, the celebrity-favorite brand opens its doors to the public on Wednesday, May 21, 2025, at [851 NE 1st Avenue, Unit D-118](#), along the vibrant Paseo Promenade

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"We're thrilled to bring Go Greek Yogurt to Miami," said Marc Roberts, Co-Owner of [Go Greek Yogurt Miami](#), Co-Founder of [Miami Worldcenter](#), Co-Founder and Co-Owner of [E11even Nightclub](#), and Co-Founder and Co-owner of [E11even Club Hotel and Residences](#).

"As one of the most dynamic and culturally diverse cities in the country, Miami is the perfect place to introduce our fresh, health-forward concept to a new audience. We look forward to this being the first of many in South Florida."



Marc Roberts, Marci Roberts, Ryan Roberts, and Jonathan Patarkatsi

Founded on principles of authenticity, wellness, and premium quality, Go Greek Yogurt serves a menu rooted in traditional Mediterranean flavors. From classic Greek yogurt bowls to creamy frozen yogurt, smoothies, and a variety of wholesome toppings, each item is made with ingredients imported directly from Europe, offering a genuine taste of Greece with every bite.

The cherry on top? It's frozen yogurt that won't surrender to the Miami sun in seconds. Built for Miami heat, and made for those who know good froyo when they taste it. Now you can happily stroll around the Miami Worldcenter without your favorite sweet treat turning into a soup. Due to these conditions, I think it's safe to say our froyo days are back, everyone!

The brand has developed a strong following among wellness enthusiasts and global celebrities alike—including fans such as the Kardashians-Jenners, Britney Spears, Sofia Vergara, Lionel Richie, and Tyra Banks. Even Jordan Belfort showed up to the opening, (this

was my second and final indicator that the froyo I was about to consume would be one of a kind.)



“From our creamy frozen and fresh yogurts to smoothies and refreshing beverages, everything we offer is as delicious as it is nutritious,” said Jonathan Patarkatsi, Co-Owner of Go Greek Yogurt Miami. “We’re proud to bring Miami a taste of the Mediterranean, rooted in our commitment to quality, natural ingredients, and feel-good food. Beyond our menu, Go Greek is about creating a welcoming, Mediterranean-inspired space that feels like home—inviting guests to relax, connect, and nourish themselves in the heart of Downtown.”

The new location is part of the \$6 billion, 27-acre Miami Worldcenter—one of the largest and most transformative mixed-use developments in the United States. Go Greek Yogurt joins a growing lineup of national and international retail concepts at the development, which spans ten city blocks in the heart of Downtown Miami.

For updates and more information, follow [@gogreekyogurtmiami](#) on Instagram and TikTok.

Yogurt Royalty: How the Kardashians and Other Celebs Have Made Go Greek a Must-Have

Arielle Lanzkowsky

1–2 minutes



The irresistible appeal of Go Greek Yogurt has garnered accolades not only from the illustrious Kardashian family and the revered "Food God," Jonathan Cheban but also from a constellation of other A-list celebrities. From Britney Spears' enthusiastic endorsements to Tyra Banks' public declarations of admiration, and even Kylie Jenner's social media nods, Go Greek Yogurt has become a "must-have" among the stars. Its rise to stardom reached a pinnacle when featured on a Keeping Up With The Kardashians episode, capturing the attention of millions and solidifying its status as a Hollywood favorite. The intersection of high-profile figures, including these renowned celebrities, has propelled Go Greek Yogurt into the echelons of premium, must-have indulgences, weaving together a narrative of culinary delight endorsed by the elite.