



[Justin Hartman '11](#) and wife [Ashley '11](#) experienced their first taste of Greek yogurt six years ago, and haven't looked back since.

After a trip to the "loveliest little Greek yogurt shop in Athens," the Hartmans have embarked on their own Greek yogurt business, ggcg, located in Phoenixville, Pa. The business is all about serving a healthy, delicious Greek yogurt while serving the community at the same time.

The name ggcg, stands for "Get a Cup, Give a Cup." Every time a customer buys a cup of yogurt, another cup is donated to a local food bank to provide delicious and healthy food to those in need.

This is the first shop of its kind in Pennsylvania and ggcg has a unique operating model," says Hartman. " We will tally up all yogurt sales on a weekly or biweekly basis and then deliver yogurt to the local food banks. If we have more yogurt than the food banks need, we have tickets that can be given to individuals who go to the food banks. The ticket can be brought into ggcg to redeem for a free yogurt with a topping."

For the Hartman's, ggcg is the perfect combination of serving their favorite food and giving back to community at the same time.

Justin points out, "Greek yogurt is higher in protein, lower in sugar and sodium and it offers an unique tasting experience." Justin compares the thick and creamy texture to cheesecake, and who doesn't love cheesecake that is good for you too?

Justin earned his degree in business administration with a concentration in accounting from Millersville University, while Ashley majored in psychology and English. He focuses on the numbers while she generates creative ideas. Together, they use their skills to work promoting a business community concept with a locally sourced product.

The Greek yogurt at ggcg is available in plain, vanilla and lemon, but can be jazzed up with an endless array of toppings that range from sweet to savory.

Two other MU grads are lending their support to the ggcg founders, Philadelphia rapper, Chill Moody '09, and country music artist, John Scargall '12.

Today, gcgc is a stand-alone shop, but Justin and Ashley envision multiple Greek yogurt stores popping up in the area. Together, they found the perfect recipe for healthy eating and giving back to the community.

