

News Release

FOR IMMEDIATE RELEASE

Sept. 28, 2025

Contact:

Michigan State Office of Communications

517-555-2025

Michigan State University to Open First Student Led Coffee Shop on Campus

EAST LANSING, Mich. — Michigan State University (MSU) is partnering with Spartan Coffee Roasters, an alumni-owned company. This is the first MSU-branded coffee shop on campus. The Grand Opening Event will occur on Oct. 15. on the MSU Union’s first floor from 10a.m.-1p.m., where the coffee shop will permanently reside. The event will include a ribbon cutting ceremony and try free samples of Spartan Coffee Roasters spectacular coffee and locally sourced pastries.

Spartan Coffee Roaster will employ 25 part-time student employees. “Our commitment to student entrepreneurship and sustainability is strengthened with his partnership,” said MSU President Dr. Andrea Monroe. She hopes that students take advantage of the opportunity. A portion of the profits from Spartan Coffee Roasters will go toward MSU student scholarships and sustainability initiatives. Spartan Coffee Roasters CEO, Jamal Rivera, hopes to “give every opportunity he can,” to MSU students.

For additional information, visit msu.edu/SpartanCoffeeRoasters

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About Michigan State University

Michigan State University has been advancing the common good with uncommon will for 170 years. The nation’s premier land-grant university, MSU was founded with the goal of democratizing higher education and bringing science and innovation into everyday life.

Fact Sheet

Spartan Coffee Roasters — Grand Opening Event

Event Overview

What: Spartan Coffee Roasters Grand Opening Event hosted by Michigan State University

- When: Monday, Oct. 15, 2025 | 10a.m.–1 p.m.
- Where: MSU Union first floor, East Lansing, MI
- Admission: Free, open to the public

Event Highlights

- Ribbon cutting ceremony
- Sampling of Spartan Coffee Roasters coffee and pastries.
- Live student jazz ensemble performance
- Speeches from MSU President Dr. Andrea Monroe and Spartan Coffee Roasters CEO Jamal Rivera.
- Announcement of community involvement (employment opportunities/scholarships)

Schedule of Events

- 10:00 a.m. — Event begins
- 10:30 a.m. — Guests can sample the pastries and coffee
- 11:00 a.m. — Speeches with Ribbon Cutting ceremony
- 12:15 p.m. — Live student jazz ensemble performance
- 1:00 p.m. — Event concludes

Additional Information

Contact

Michigan State Office of Communications

517-555-2025 | msu.edu/SpartanCoffeeRoasters

Media Advisory

MEDIA ADVISORY

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Sept. 28, 2025

Media Invited to Cover Spartan Coffee Roasters “Grand Opening Event”

What:

Michigan State University (MSU) invites media outlets to cover its Grand Opening Event for Spartan Coffee Roasters’s coffee shop. This event will unleash MSU’s first ever Spartan themed coffee shop.

When:

Monday, Oct. 15, 2025

10a.m.–1 p.m.

Where:

MSU Union first floor

49 Abbot Rd

East Lansing, MI

Who:

- President Dr. Andrea Monroe
- Spartan Coffee Roasters CEO Jamal Rivera
- Student Led Jazz Ensemble
- Students and community members expected to attend

Visuals & Story Opportunities:

- students sampling coffee and pastries
- Speeches given by MSU President and Spartan Coffee Roasters CEO
- Ribbon Cutting Ceremony
- Student Led Jazz Ensemble

Media Logistics:

- Media check-in begins at 9:30 a.m. at the MSU Union Main Entrance
- Credentialed media may access first floor before the start of the event
- Photo and video opportunities encouraged throughout the event

Contact for Media Inquiries:

Michigan State University Office of Communications

517-555-2025 | visit msu.edu/SpartanCoffeeRoasters