

FACT SHEET

Spartan Coffee Roasters (SCR)

Grand Opening: May 1, 2026 - MSU Union

Organization Overview

- Spartan Coffee Roasters (SCR) is a student-led, alumni-owned coffee company founded in Lansing in 2023.
- SCR operates as a small-batch, fair-trade roasting company focused on ethical sourcing and transparent supply chains.
- In partnership with Michigan State University, SCR will operate the first official MSU-branded coffee shop inside the MSU Union.
- The partnership supports student workforce development, sustainability leadership and community reinvestment.

Founders

- Jamal Rivera - MSU Class of 2015, Supply Chain Management
- Priya Desai - MSU Class of 2017, Hospitality Business
- Founded SCR in Lansing with a mission centered on ethical sourcing, student empowerment and local impact

MSU Partnership

- Licensed to use official MSU branding
- Located in the MSU Union (first-floor retail space)
- Features co-branded menu items, including the "Spartan Latte"
- 10% of annual profits support MSU student scholarships and sustainability initiatives
- Committed to employing MSU students in leadership-track roles
- Operates in alignment with MSU sustainability benchmarks

Employment Impact

- Employs 15 MSU students across barista, operations and marketing roles
- Offers 3 paid student management internships with leadership development focus
- Staff includes 2 full-time managers and 1 sustainability coordinator
- Provides hands-on professional experience aligned with career pathways in

business, hospitality and supply chain

Sustainability Commitments

- Sources fair-trade, ethically produced coffee beans
- Beans are roasted locally in Lansing
- Uses compostable cups and packaging materials
- Employs a dedicated sustainability coordinator to support environmental initiatives
- Aligns operations with MSU sustainability standards and reporting expectations

Economic & Community Impact

- Partners with 4 Lansing-area suppliers, including local dairy and bakery vendors
- Contributes to the local economy through sourcing and reinvestment
- Returns 10% of profits to student scholarships and sustainability programs
- Plans future expansion to downtown East Lansing in 2027

Grand Opening Event

- Date: May 1, 2026
- Time: 10:00 a.m. - 1:00 p.m.
- Location: MSU Union, First Floor
- Ribbon-cutting ceremony featuring MSU leadership and SCR founders
- Live performance by MSU Jazz Ensemble
- Free samples for first 300 guests
- Sustainability showcase and scholarship impact announcement
- Expected attendance: 300-500 students, alumni and community members