

FOR IMMEDIATE RELEASE

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A “Must Attend:” Spartan Coffee Roasters to Open MSU Union Location May 1
EAST LANSING, Mich

Spartan Coffee Roasters, an alumni-founded sustainable coffee company, will celebrate the grand opening of its MSU Union location May 1, 2026, from 10 a.m. to 1 p.m., featuring remarks from company leadership, university officials and offer free samples to the first 300 attendees.

The opening marks a new partnership between Michigan State University and the student-led, alumni-owned company, positioning Spartan Coffee Roasters as more than a campus coffee shop by combining student workforce development, sustainability leadership and community reinvestment.

MSU President Andrea Monroe, who will deliver remarks at the grand opening, said, “This partnership reflects Michigan State University’s commitment to supporting student opportunity, sustainability and community engagement and the Spartan Latte is very quickly going to become my new favorite coffee.”

Jamal Rivera, CEO and co-founder says, “We’re excited to bring Spartan Coffee Roasters to campus and create opportunities for students to gain real-world experience.”

Spartan Coffee Roasters is built by Spartans, for Spartans,” Rivera said. “From the beginning, we’ve focused on community, sustainability and creating a space that supports students.

The MSU Union location will feature a menu of fair-trade, locally roasted coffee, including the signature “Spartan Latte,” along with plant-based and gluten-free options. The grand opening will include a ribbon-cutting ceremony, live music and a sustainability showcase.

About Spartan Coffee Roasters

Spartan Coffee Roasters is a local small-batch, fair-trade roasting company founded in Lansing, Michigan in 2023. Spartan Coffee Roasters is focused on MSU student empowerment, carrying out sustainability measures including ethical sourcing and providing compostable cups and packaging, and representing the Michigan State University name to reinvest in the community. The company has a retail space in the MSU Union Building on the first floor. Partnered with MSU, Spartan Coffee Roasters commits to employing MSU students in leadership track roles while 10% of their annual profits go toward MSU student scholarships and sustainability initiatives.