

EMAIL PRESS RELEASE

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Morning Grind

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FOR IMMEDIATE RELEASE

FSC's Center for Free Enterprise and Entrepreneurship (CFEE) Presents New Student-Led Initiative

Lakeland, FL – A new student-led learning lab at Florida Southern College opens a coffee cart for the students and faculty.

On October 31st, Barney Barnett's School of Business presented the grand opening of CFEE's coffee cart, "Morning Grind."

This learning-lab style cart is a new initiative run by FSC students to provide the campus with fresh espresso that caters to caffeinated needs with lattes, cortados, mochas, cappuccinos, tea, and more!

The students working on the cart have the unique ability to learn how to start and operate a business and utilize their skills in a way that will further progress them in their future endeavors.

"[The learning lab] is a sandbox environment for students to experience business. We focus on defining the play area for the students as in what they can and cannot do. Allowing students to succeed and fail within the parameters of the business is crucial. If you don't have the ability for students to fail, there will always be a difference between that and the real world," says CFEE's director, Justin Heacock.

To supply and run the cart efficiently, Morning Grind is in partnership with Concord Coffee, S&B Metals, Catapult, Robert Berganza Furniture, and Color Theory Tea.

Other student start-ups will be featured alongside Morning Grind during the semester with Asian-styled ice cream from "Purple Panda Creamery" by Claire Henry, and Mexican City tacos from "Taqueria del Angel" by Jacqueline Martinez.

If you would like to help further the start-up and vision of Morning Grind, we are accepting sponsors and donations!

[**Meet the team of students behind Morning Grind!**](#)

About Morning Grind

Morning Grind is a student-led experiential learning lab for students to utilize their acquired skills to start and operate a business. As the primary decision-makers, students working on the coffee cart can uniquely enhance their learning in a more tangible, applicable way. The Morning Grind team stems from majors all across campus that strive to serve the business with substantial excellence.
