KEARNEY — “Boldly Brewed and Always Awakening” is the slogan for the newly opened Brewed Awakening coffee shop at the University of Nebraska at Kearney.

The coffee shop, located in the Health and Sports Center, is one of the first student-run businesses on campus. It is being run by ENACTUS (formerly SIFE) and is open from 7:30 a.m. to 12:30 p.m. Monday through Friday.

“With support from UNK faculty and staff, the students have engaged in the process of forming this business over the past two years,” said Jake Messersmith, ENACTUS associate adviser and an assistant professor of management.

“They have created a feasibility study, developed a business plan, located a coffee supplier, purchased the necessary equipment and have built a marketing plan with the assistance of students who are members of the American Marketing Association.”

According to Messersmith, proceeds from the coffee shop will be directed toward funding ENACTUS projects, including a rural grocery revitalization initiative, a campuswide sustainability plan and the New Venture Adventure, an outreach program aimed at area high schools.

Founded in 1975 and active on more than 1,400 college and university campuses in 47 countries, Enactus is a national, nonprofit organization that works in partnership with business and higher education to provide college students the opportunity to make a difference, and to develop leadership, teamwork and communication skills through learning, practicing and teaching the principles of free enterprise.