PRESS RELEASE

11-5-26
Contact: Mike Singer
(760) 341-2883, ext. 78107
msinger@csusb.edu



Emmanuel Espinoza

Brewing a Dream: CSUSB student brings coffee and community to Palm Desert Campus

PALM DESERT, Calif. – For California State University, San Bernardino Palm Desert Campus student Emmanuel Espinoza, a cup of coffee is more than a beverage. It is an opportunity to create community.

Espinoza, who is pursuing a degree in accounting at CSUSB, is the co-founder of Bellos Coffee, a coffee business he operates with his brother, Tony. Bellos Coffee now serves handcrafted drinks to students, faculty and staff at the CSUSB Palm Desert Campus.

Inspired by his passion for coffee and his experience working at a local roastery, as well as small and large coffee shops, Espinoza launched Bellos Coffee.

“Those experiences showed me how coffee brings people together,” Espinoza said. “I started Bellos Coffee to create a business centered in quality, consistency and community, where people feel welcomed and appreciated.”

The name Bellos comes from the Spanish word for “beautiful,” a concept that reflects Espinoza’s vision for the entire customer experience — from the drink itself to the conversations and connections that take place around it.

“From our handcrafted syrups to our espresso, we put care into every drink,” he said. “I want customers to remember both the quality of their coffee and the connection they made while visiting us.”

Espinoza’s accounting studies have also played an important role in developing and managing Bellos Coffee. He applies lessons from the classroom to the day-to-day operations of his business, including calculating ingredient costs, setting prices, managing expenses and understanding profit margins.

“Running Bellos allows me to apply those lessons directly,” Espinoza said. “It has made what I learn in the classroom more meaningful.”

The opportunity to serve coffee on campus began when Espinoza contacted a student organization about providing coffee for an event. At the time, he and his brother were selling coffee off Jefferson Street in Indio. Their first campus event attracted a strong response, with Bellos serving approximately 70 to 100 drinks in two hours.

Encouraged by the positive reception, Espinoza began exploring the possibility of establishing a regular presence at the Palm Desert Campus. He connected with Sasha Baltazar, coordinator of the campus’s Rancho Mirage Student Center, and spoke with Associate Vice President Edna Martinez about bringing Bellos Coffee to campus.

“As a student myself, serving my fellow students, professors and staff is especially meaningful,” Espinoza said. “I understand how busy campus life can be, and I hope a good cup of coffee and a friendly conversation give people something to look forward to.”

Balancing college coursework with business ownership has required careful planning, organization and perseverance. In addition to attending classes and completing assignments,

Espinoza manages inventory, prepares ingredients, orders supplies and reviews expenses after each service.

His brother's support has also been essential, he said, as have the encouragement and guidance of campus administrators and faculty, including Martinez, Avi Rodriguez and Ezekiel Bonillas.

"Their support gave me the confidence to keep going and showed me how a university community can help students bring their ideas to life," Espinoza said.

Some of Espinoza's proudest moments have come from seeing students return to Bellos Coffee, bring friends or enjoy their first sip of one of his drinks.

"Seeing students smile and get excited to try something new has been one of the most rewarding parts of this experience," he said. "I'm proud of the connections we're building and the small ways Bellos can brighten someone's day."

After graduation, Espinoza plans to continue growing Bellos Coffee with quality, consistency and hospitality at the center of the business. His long-term goal is to open a permanent coffee shop where people can gather and feel welcome. He also plans to pursue his CPA license, gain professional accounting experience and eventually earn a master's degree. For Espinoza, accounting and Bellos Coffee are complementary paths that are helping him grow as both a professional and an entrepreneur.

"I see accounting and Bellos as paths that complement each other, helping me grow professionally and become a stronger business owner," he said.

Espinoza encourages other students with business ideas to begin wherever they are, even if they do not have every detail figured out.

"Start small," he said. "Learn your costs, ask for help and be willing to learn from mistakes. There will be challenges, but taking that first step can open opportunities you never expected."

Follow Bellos Coffee on Instagram @drinkbellos.

About the CSUSB Palm Desert Campus: The CSUSB Palm Desert Campus is dedicated to providing a transformative educational experience in the Coachella Valley. With a focus on academic excellence and community engagement, the campus offers undergraduate and graduate degree programs designed to meet the diverse needs of its students and the region.

For more information about the CSUSB Palm Desert Campus, contact Mike Singer in the Office of Marketing and Communications at msinger@csusb.edu or (760) 341-2883, ext. 78107, or visit the PDC website at www.csusb.edu/pdc.

-30-