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由于各学院夜市的开放，学生不必因为吃夜宵而影响学业，加上这些夜市的地点方便，价格合理，大大方便了学生的生活。

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Three days ago, the first and only bar at the Singapore Management University was officially opened, joining the ranks of bars serving alcoholic beverages on local university campuses. The bar, Früjch, serves beer, hard liquor and wine and has the most comprehensive drinks list compared to those in the other two universities.

Früjch is managed by three SMU undergraduates, Shermeen Tan, Shalini Arul and Nabilah Said. Their concept plans for the bar have changed many times from the time they submitted their business proposal to the university management in March 2006. They ultimately settled on the concept of an alcoholic drinks bar to draw in students. In the beginning, they were thinking of setting up a fruit juice bar and hence adopted the name which sounded like fruit juice.

How they decided on setting up a bar could be traced to a certain meeting with the university management. One university official suggested that the students sell wine and after much consideration and discussion, the three students also agreed that this would attract many students.

One of the partners, Shalini said: “It is extremely common to have undergraduates consuming alcohol. Before we had Früjch, SMU students would flock to nearby pubs for drinks. We are only providing another avenue for them.”

Another partner, Shermeen Tan said that while selling alcohol would be a bonus, it would more importantly depend on the atmosphere of the place that would draw in the customers. She added, “It is secondary whether we sell alcohol. What is important is whether student feel relaxed here. As long as they like the place, they will come even if they do not order beer or wine.”

Customers have to be SMU students or staff. This is to prevent under aged drinking.