There's something genuine about this place where all forms of student life from the whole SMU concentrates. After walking through the laboratory-sterile campus, the burst of colour and swirling activity in Frujch is a heart-warming change.

Students stretch out on the four sofas there while catching up with the latest on-campus goss. Others take sides and cheer their friends on during a Playstation game of soccer. Next to the pool and air hockey tables, more people can be seen sucking on their milkshakes at the bar counters.

Sandwiches and smoothies are the favourites here. The warm Rosemary Me7 ($3.90) sandwich is packed with shreds of rosemary-infused chicken and juicy lingon berries. Toasty foccacia bread and potato chips make this a cosy meal. Just add a dollar to top it off with a drink.

Get your fingers sticky with the oozy and drippy Nutty Affair ($2.20) toast. Warm peanut butter and Nutella marble together between char-grilled fluffy bread. It’s worth the sugar high. If all you need on a hot afternoon is a cooler, ChocoMint Madness ($3) is a real chill pill with a swirling mix of ice, chocolate ice-cream and mint topped off with more cocoa shavings.

The four current SMU students running the show put the sunshine in this place. From taking orders at the counter everyday to daily supermarket shopping just so ingredients are kept fresh, they keep Frujch in tip-top condition all week long. One of the bosses Shermeen Tan, 22, laughs at the work behind all this, "I feel as if I'm now a full-time cafe owner and part-time student!"

When 5pm hits everyday, students can also grab a bottled beer. At just $5 for Tiger and $8.50 for Erdinger, I'm surprised the place hasn’t been appointed the frat boy party central.

The efforts of these student-cum-café bosses have paid off. Even though it was exam period in SMU, every table was filled. Frujch is the bustling student-friendly heartbeat of SMU. The one customer who fell asleep across the sofa bed on top of all the noise and chatter with his laptop still open the whole afternoon can account for that.