





Rock ‘n’ Road

‘Share a scoop, share a smile’

Welcome to Rock n’ Road, a small little haven in South Fremantle that invites guests to take a break from the twists and turns of life by indulging in a scoop (or two) of delicious Rocky Road. The cafe is a sanctuary where comfort and community meet in an atmosphere that is unique to Rock n’ Road. We envision a space that draws inspiration from the decadent and adventurous spirit of Rocky Road, such as earthy tones and cozy textures to convey a sense of security whilst providing communal seating arrangements and thoughtful decor to encourage connection and shared moments between guests.

244 South Terrace

Fremantle 3.30pm
10th Jan 2

 Foot traffic: Moderate. Pedestrians include all ages across wide demographic. Examples: young groups, female and male in their late teens, women in groups, mid-late 30's seniors in singles men and women on bicycles with young children.

 Vehicle traffic: Moderate to heavy, depending on time of day. South Terrace shoots off South Street, a very high-traffic highway, so there are cars going past every 15-seconds; There are speedbumps limiting motorists from speeding past the shop, and a 30k/hr sign

 Fremantle has a very chill and relaxing atmosphere. The people that live there and pass through are your grass-roots, salt-of-the-earth type of people. They're very health and environmentally conscious and there is a respect for the city's heritage - attitude amongst the people I've approached.



 Local businesses in the surrounds:
ARTEM Architect + Interior Design
Happy Mind Body + Soul / Pottery
Marine supplies; Vintage fashion and collectables restorer; Ootang + Lincoln cafe (perhaps the biggest known name on South Terrace); New Life Church, Beach Apparel store.

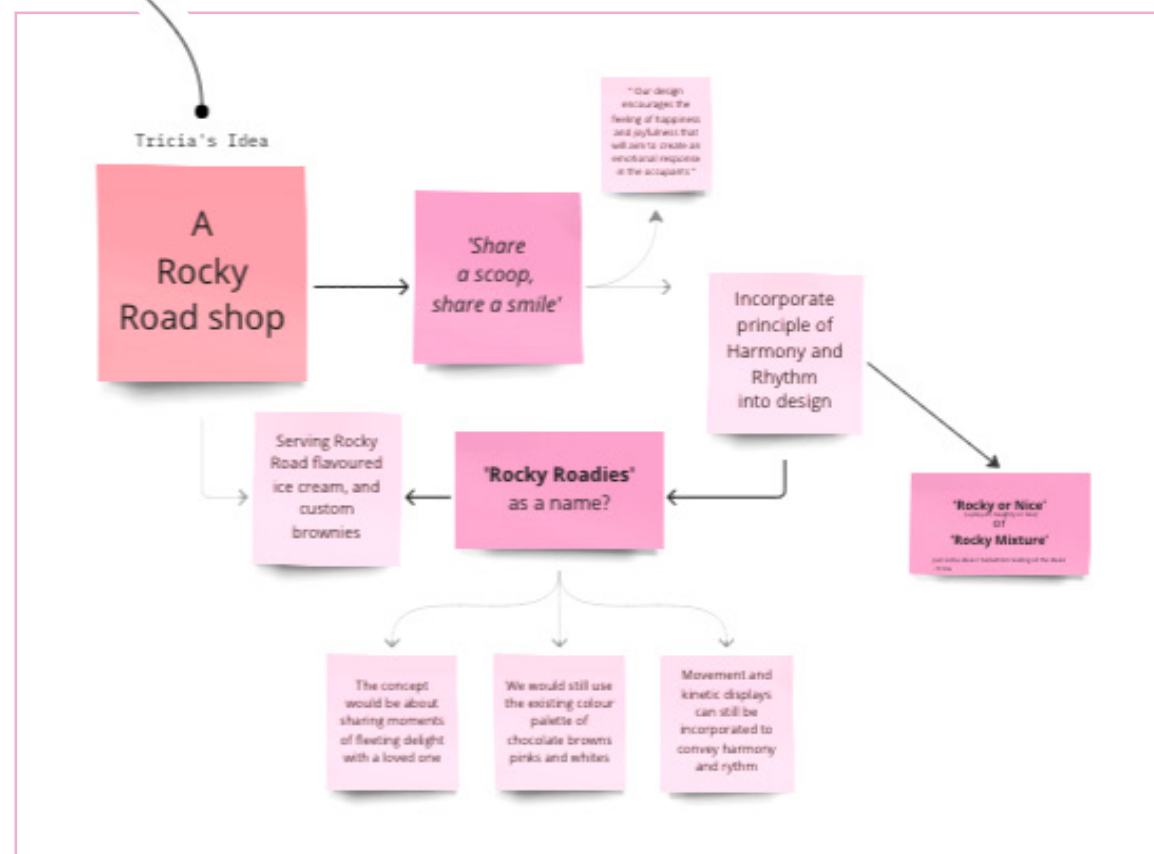
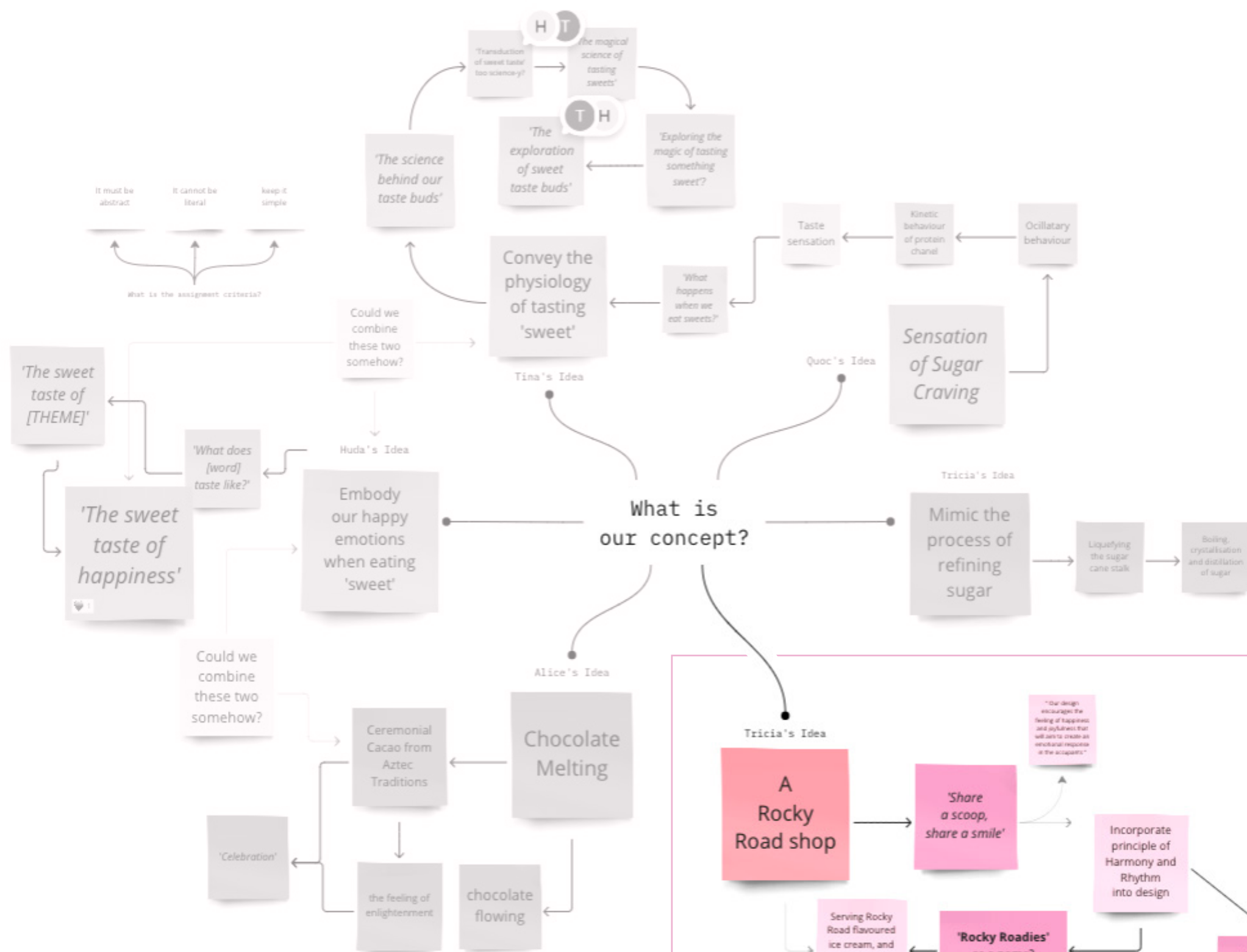


The origin of Rocky Road dates back to 1929 in Oakland, California against the backdrop of the Wall Street crash.

Candy shop owners William Dreyer and Joseph Edy wanted to give people a reason to smile during a time of adversity.

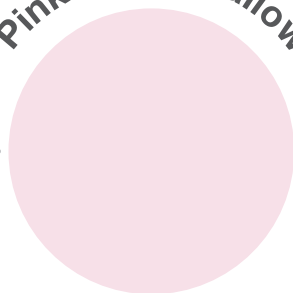
And so Rocky Road flavoured ice cream was invented from a combination chocolate, marshmallows and pecans. The name is a play-on-words referring to the delicious chocolate chunks, but it also refers to the 'rocky road' that people had to walk during The Great Depression.







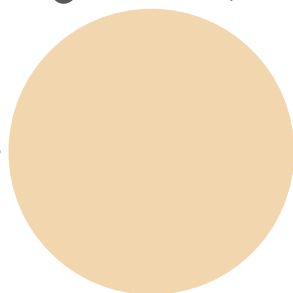
Pink Marshmallow



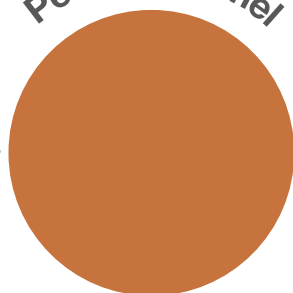
Bright White



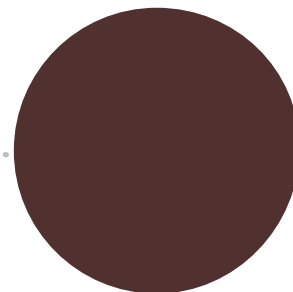
Corn Husk



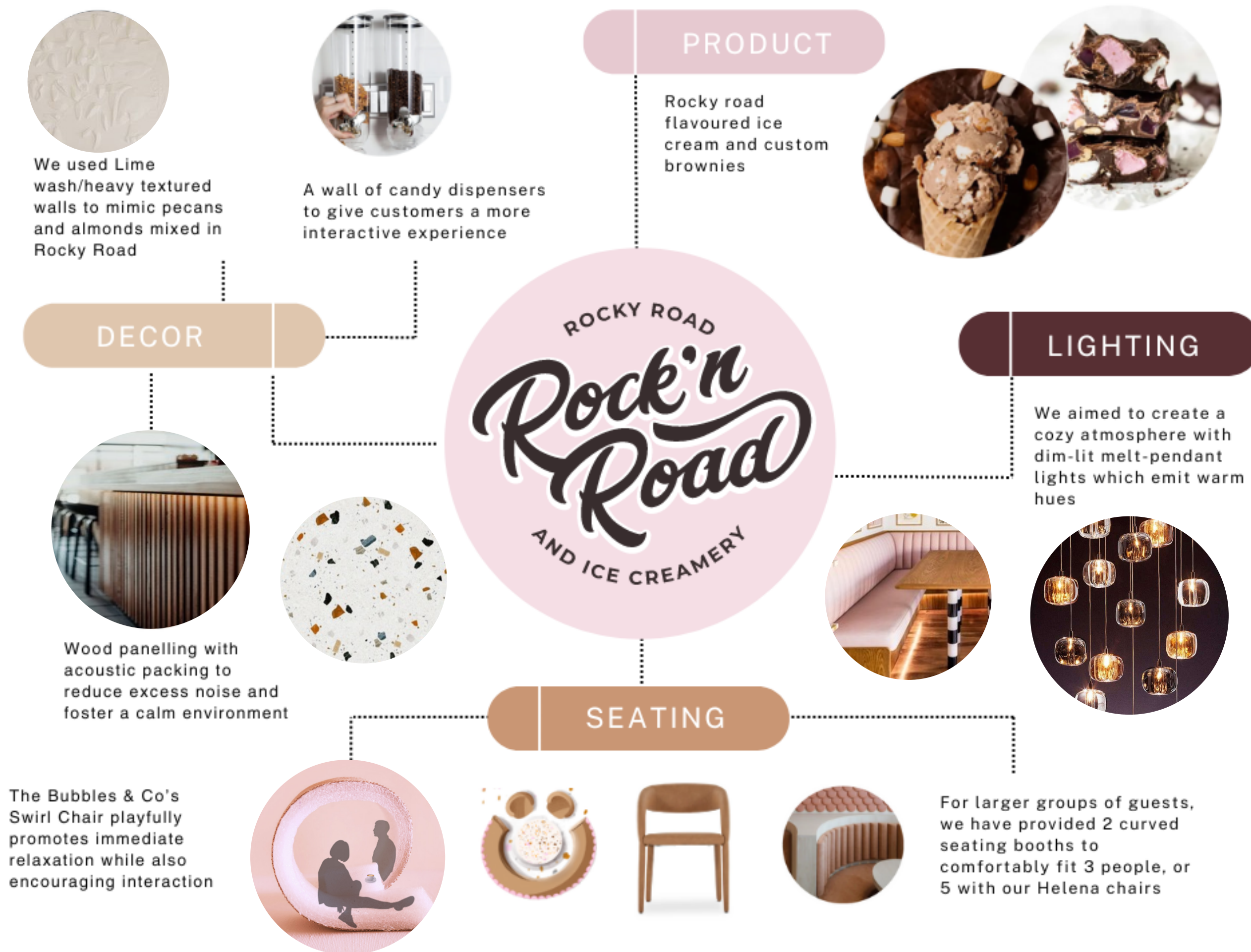
Peach Caramel



Chocolate



color





The Swirl Chair

Bubbles & Co's Swirl Chair is a homage to the original Hug Chair by Gabriella Asztalos.

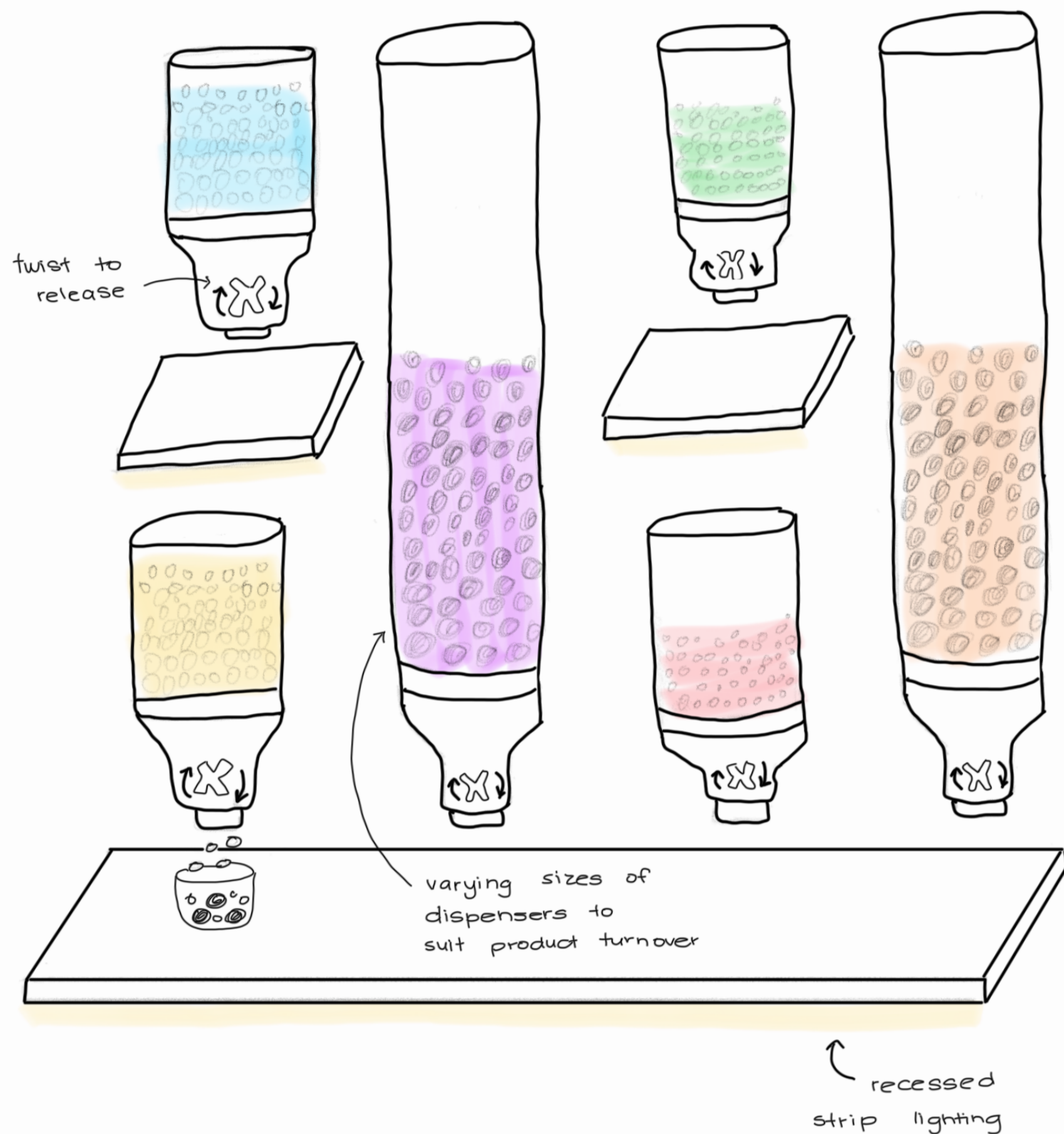
Designed to comfortably seat two people facing each other, it promotes relaxation while also encouraging connection. The curve of the design also mimics the action of ice cream being scooped, while the textures and colour are nods to marshmallows and waffle cones.

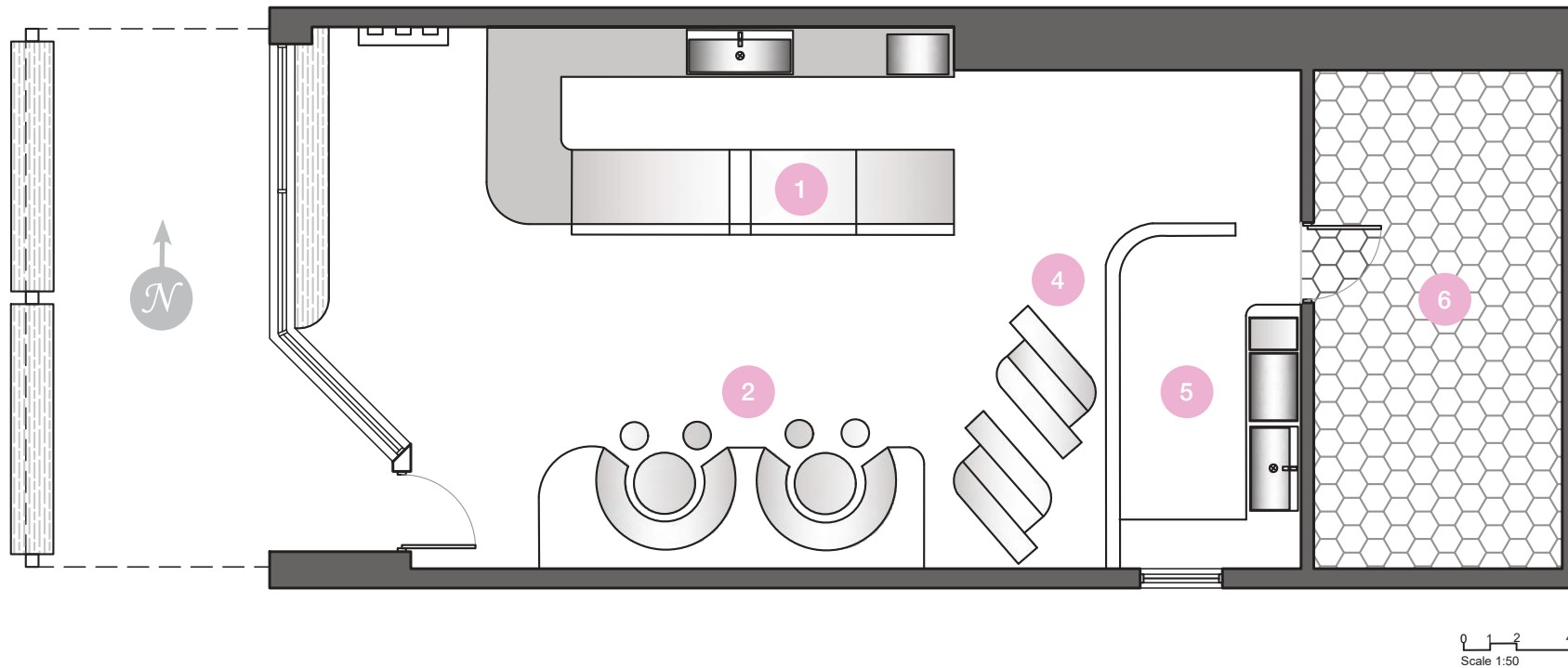
Leaves
a
trail
of
love

Customisable Rocky Road options

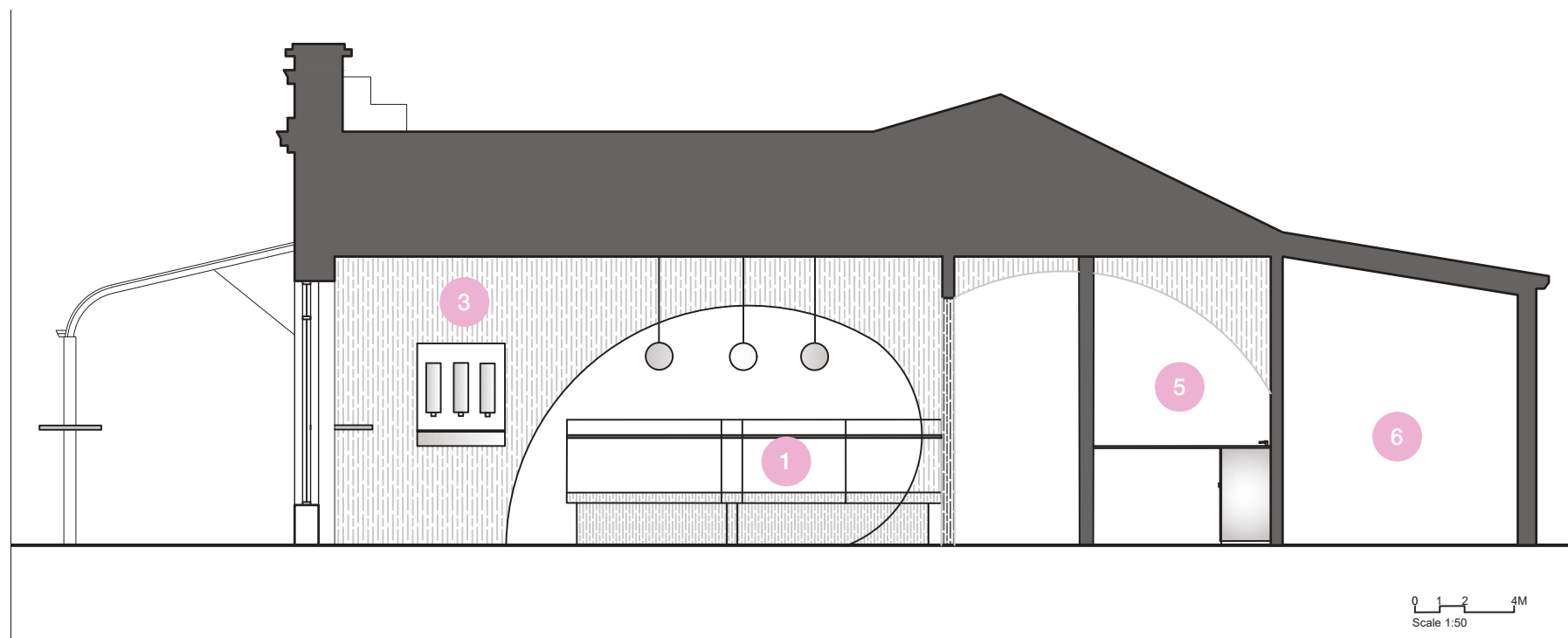
A wall of candy dispensers gives customers a more interactive experience and allows them to customize their Rocky Road cakes to their liking.

With an assortment of delicious choices, from silky chocolate ganache to fluffy marshmallows and crunchy nuts, the possibilities are endless. After choosing their ingredients customers are able to see their vision come to life in the form of a cake, creating an unforgettable and joyful experience.





- 1 Serving counter
- 2 Banquette seating booths
- 3 Confectionery dispensers
- 4 Featured Swirl Chairs
- 5 Dedicated scullery
- 6 Inventory

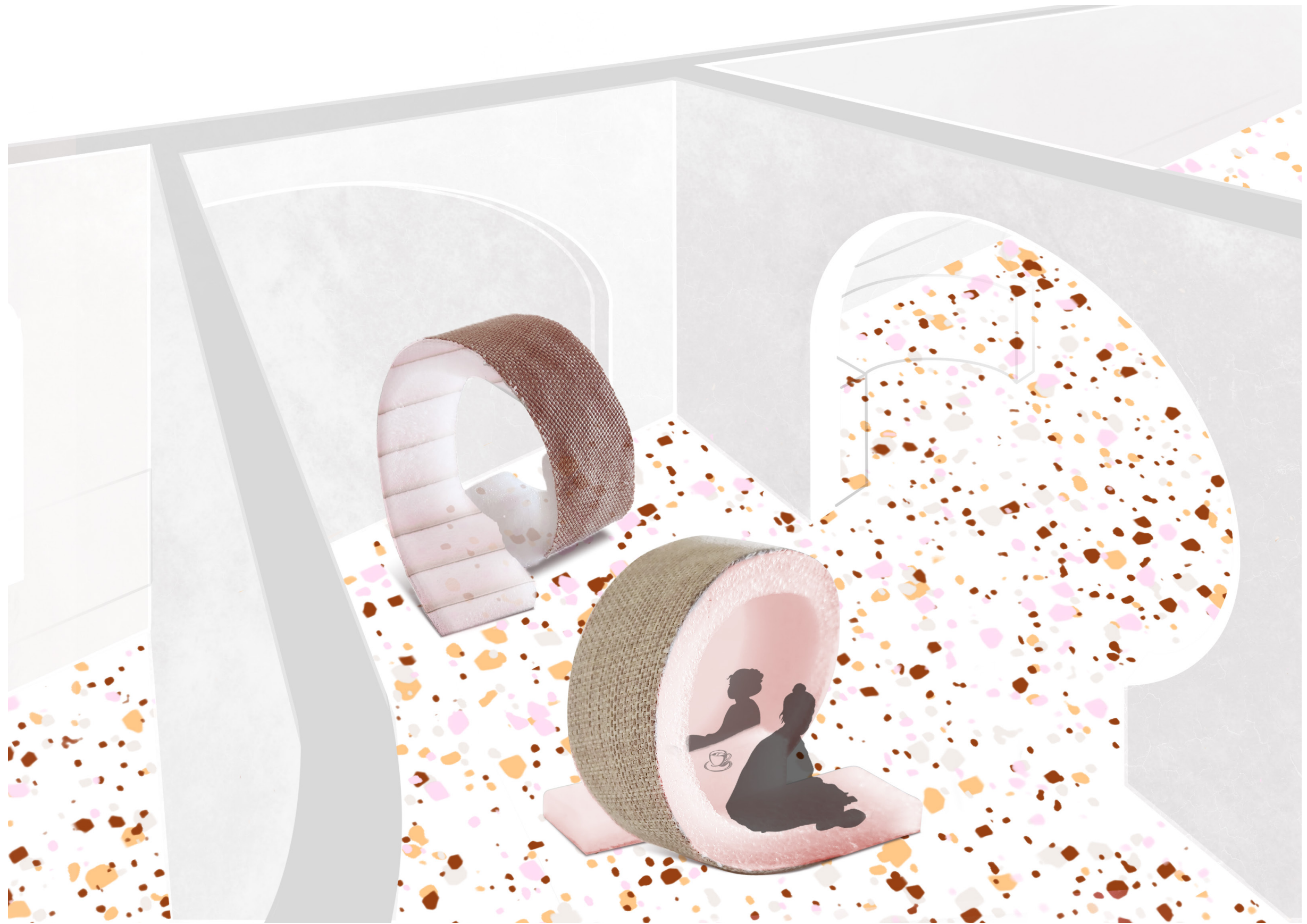


0 1 2 4M
Scale 1:50





superior
n







Rock'n Road
SHARE A SCOOP.
SHARE A Smile.

References

Dreyer's Ice Cream
<https://www.nestle.com/aboutus/history/nestle-company-history/dreyers>

The curved wall
<https://www.pinterest.com.au/pin/199354721000606562/>

Wood panelling
<https://www.pinterest.com.au/pin/199354721000606554/>

Terrazzo tile
<https://www.pinterest.com.au/pin/199354721000606544/>

Terrazzo floor example
<https://www.pinterest.com.au/pin/199354721000607049/>

Terrazzo counter example
<https://www.pinterest.com.au/pin/199354721000607061/>

Wood panelling example
<https://www.pinterest.com.au/pin/199354721000607650/>

Pink leather
<https://www.architonic.com/en/product/elmo-elmosoft-06001/1393265>

Booth pink leather example
<https://www.pinterest.com.au/pin/199354721000607209/>

Brown leather
<https://www.architonic.com/en/product/elmo-elmosoft-22030/1193431>

Booth brown leather example
<https://www.pinterest.com.au/pin/199354721000607206/>

Textured walls
<https://www.pinterest.com.au/pin/38702878041448513/>