

# The Rock Cafe

1420 Knollview Drive, Big Rapids, MI



Marketplace concepts, also referred to as a Marchè concepts or food emporiums, are the new generation in student dining. A marketplace concept provides an integrated food production and dining experience with an emphasis on fresh ingredients and made-to-order preparation. It is characterized by exhibition cooking at several distinct food platforms. the majority of the existing back-of-the-house production has been moved to several self-contained display cooking venues inside the dining area.

This concept incorporates European-style marketplace décor where cooking aromas, product freshness, and abundance are prevalent. An emphasis is placed on food merchandising, and it also includes casual Café-style seating.

Students today want an element of entertainment with their dining experience, a concept we call "eatertainment." A marketplace concepts offers this as food becomes the "star" and the staff is on "stage". This is what The Rock Cafe offers for Today's students.

Methods of payment accepted at the Rock Café: Platinum, Silver, Gold, Bronze meal plans; guest meal passes; Bulldog Bucks, Express Meal Plan, cash or credit cards.

**This is a serve yourself style experience. There is a full salad bar with soup, grill items, pasta, pizza, the popular Mongolian style BBQ grill, desserts and drinks. We will have a reserved area for seating and depending on the size of our group an option for a private room. (max 27 people) The exact menu selections will be available about April 19. However, there is much variety offered and you will not be disappointed due to multiple selections. 5:30PM start time.**

COST: \$8.00 per person