Anatomy of a Digital Magazine Layout

By Doug Strahler
Thanks to a collection of artisanal food makers, stunning lakes, and one noble grape, New York’s Finger Lakes region is poised to challenge California for its culinary cred. Consider these the essential seven stops.
Just like in Napa, the boom in New York’s Finger Lakes began with wine. What Mondavi did in California in the ‘60s, Finger Lakes legends Konstantin Frank, Hermann Wiemer, and Bill Wagner replicated in the ‘70s. Both sets of pioneers proved to Americans (and ultimately skeptical Europeans) that this country could cultivate a region that took grape growing and wine making beyond pure agriculture, to serve as artistic, cultural and economic catalysts.

With the passage of the state Farm and Winery Act in 1976, the number of wineries in the Finger Lakes grew from a handful to around 100 today. Once Finger Lakes wines started winning national and international awards, critics, consumers, and even the French (oh, the French) took note. Ultimately one grape, the Riesling, became the region’s signature varietal — so much so that the region is now considered on par with Germany’s Mosel; the heart of Riesling. Last year, the 2008 Late Harvest Riesling produced by the Finger Lakes’ Sheldrake Point Winery was named

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George Martin doesn’t joke about bees. He once owned 2,000 hives that produced more than 100 tons of honey a year. With raw honey plummed out, he and his family started turning the honey into wine and mead. He opened Montezuma Winery when he moved to the Cayuga Lake wine trail. “If I’d hung a meadery sign out here, people wouldn’t have known where the store,” he says. Now he’s got company: Earle Estates Meadery makes award-winning honey, grape and fruit wines on nearby Seneca Lake.

Martin says mead is the world’s oldest alcoholic beverage. “A caveman probably got drunk on mead when he, a bird and a bee met,” he says. Mead can be sweet, semi-sweet or sparkling,
Best Sweet Riesling in the World at the International Riesling Challenge in Canberra, Australia.

But becoming a famed culinary destination takes more than one great grape. Visit the region and expect to find locavore restaurants, charming lake homes and bike paths, quirky B& Bs, artisanal cheeses and foodies on the prowl. “The wine came first, and the food is definitely following,” says Debra Whiting, co-owner and executive chef of Red Newt Cellars and Bistro, a force in the region’s fresh and local food movement. Whiting prides herself on sourcing up to 90 percent of her meats, produce and dairy locally. “It’s consumers who are pushing this whole locavore movement,” she adds. “They want to know where their food is coming from. They want to know it came from 20 miles down the road from a farm they can drive by.”

Whether driven by consumers, forward-thinking chefs like Whiting, or artisanal producers determined to make high-quality products both popular and profitable, the local, fresh and organic food movement thrives in the Finger Lakes. A cheese trail joined the wine trails two years ago, with dairies specializing in artisanal goat and cow cheeses, kefir, and gelato. One farmer brags his cows are so pampered, they sleep on waterbeds (he’s serious). Signs and menus promote grass-fed beef, free-range chicken and local wine or beer on tap. The Beer and Ale Trail features over a dozen microbreweries, and farm markets and fruit stands dot the roadways.

But the final evidence of the region’s culinary prowess is its new $7.5 million New York Wine and Culinary Center, which offers classes like Farm Market Saturdays, Fifty Mile Meals and Community Supported Agriculture Mondays, where professional chefs educate on what to do with all the kale you bought at the farmer’s market down the lake. The restaurant serves food from local farms and markets; the tasting room offers hundreds of wines, beers and spirits from craft producers statewide. “When people come here for a wine experience, they find it’s bigger than that now — you can immerse yourself in the whole agricultural experience,” says Alexa Gifford, executive director of the NYWCC in Canandaigua. “The Finger Lakes, it’s not just for wine touring anymore. It’s become the ultimate destination.”

Still not convinced? That’s what the French said about California. Here’s a sampling of the variety you’ll find in America’s new Napa.
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**Cover**
- Artwork
- Wordmark (Magazine Title)
- Tagline
- Publication Date
- Coverlines

**Feature**
- Headline (Hed)
- Dek
- Artwork
- Byline
- Body Text
- Drop Cap
- Pull quote
- Subhead
- Interactive Indicators (Icons & Text)
- Captions
- Credits
- Folio
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