



TASTE OF THE FINGER LAKES

TEACHING WINE TASTING TECHNIQUES USING INSTRUCTIONAL MULTIMEDIA

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ABSTRACT

The Finger Lakes Wine Region is a fascinating part of Upstate New York's heritage. People from all over the world come to visit the unique area and to taste wine. People who visit this area range from individuals who are looking for a good time to those who are serious wine tasters. Serious tasters can get a lot out of an afternoon of wine tasting because they may possess a higher level of knowledge about wine and the tasting process. There is an insufficient amount of interactive materials on the web for users to learn about wine in a fun and enriching way. I hope to create an entertaining and educational website for people to learn about the basics of wine and wine tasting while promoting the Finger Lakes Wine Region.

Website link:

<http://www.learnwineonline.ashleykuehl.com/AKThesisShell.html>

INTRODUCTION

The Finger Lakes wine trail holds a special place in my heart. I grew up in Watkins Glen, New York at the south end of Seneca Lake, the largest of the Finger Lakes. When I reached the drinking age, I like many others who grew up in the area, embraced the culture of wine country. Since then my love for wine has grown and so has my eagerness to share that love with others.

Wine can be intimidating to anyone who is new to it. Therefore, I researched the wine industry to learn the basics of wine tasting. Wine tasting isn't necessarily the snooty stereotype that it has come to be known as. The Finger Lakes Wine Region is a fast growing industry that has a distinct character that sets it apart from other wine regions such as California. It upholds a unique level of sophistication in a relaxing welcoming atmosphere.

My main objective is to teach novice wine drinkers the basics of wine tasting through an engaging interactive Flash website. The site will teach the basics of wine tasting in conjunction with specific information about the Seneca Lake Wine Trail. My goal is to gather the essential information that new wine tasters would need to know before going on a wine tour around one of the Finger Lake Wine Trails.

I think by providing an instructional website on the basics of wine more people will learn terminology associated with wine, the correct way to taste wine, the different kinds of glasses and their uses, and be able to combine it with information about the Seneca Lake Wine Trail and surrounding area by using interactivity. To create such a website will help enhance the user experience and ability to retain the information provided throughout the website.

I revisited a past project and elaborated on the topics already included in it. I added more terminology, made an interactive tutorial of how to taste wine, taught the basic etiquette for wine tasting through visuals, and added a section detailing the Seneca Lake Wine Trail which is part of the Finger Lakes Wine Region. More detail of these additions will be laid out in the following pages.

REVIEW of LITERATURE

WINE RESOURCES MacNeil, Karen. The Wine Bible. New York: Workman, 2001

The Wine Bible is a collection of what makes wine great. It covers how different regions make wine and how to pair them to make the perfect meal. After reading several reviews I believe this book contains the basic information that will be vital to my education on this topic.

Robinson, Jancis. How to Taste: A Guide to Enjoying Wine. New York: Simon & Schuster, 2000

Another book that covers the basic knowledge about wine it also covers how the professional wine tasters taste wine. By reading this book I will gain a more defined knowledge base about wine and its different characteristics.

Cox, Jeff. From Vines to Wines: The Complete Guide to Growing Grapes and Making Your Own Wine. Canada: Transcontinental, 1999. 3rd. ed.

From Vines to Wines covers the process of wine making from beginning to end. Cox also gives steps for making your own wine. Learning the process of

wine making will help me understand why people make wine and enjoy it. I hope to gain a deeper understanding through this book.

Wells, Grady. *Wine Tour of the Finger Lakes: Where to Stop, What to Taste, & What to Buy in New York State's Premier Wine Region*. Ithaca: McBooks Press, 2004.

Although this book is a little outdated, because the wine industry is continually evolving and wines are different each year, I think that this will be a good base to view the review on the wineries in the area.

Julyan, Brian K. *Sales and Services for the Wine Professional*. Cengage Learning, 2008

This book covers various aspects of the wine business on the customer service end. Reading this book may lend some insight into the inner workings of a winery, or how they should work.

Rack Wine.com

<http://www.rackwine.com/>

Rackwine.com will provide backup information on wine tasting, wine tasting terminology, food and wine pairings and facts. It will help me complete my Glossary section.

Wine Spectator Online: <http://www.winespectator.com/>

Wine Spectator is a magazine that reviews and features different wine from around the globe. By visiting the website I can stay up-to-date with current happenings in the wine industry in a way that is not limited to New York.

Finger Lakes Tourism Alliance: Wine <http://www.fingerlakes.org/wine.htm>

This website will provide an overview of the number of wineries located on the Finger Lakes Wine Trails.

Seneca Lake Wine Association <http://senecalakewine.com/jc/>

This website will provide me with information about the wineries located on the Seneca Lake Wine Trail.

Finger Lakes Wine Country, NY <http://www.fingerlakeswinecountry.com/>

While looking for websites that resemble my idea, I found a website with elements similar to those I had in mind, but that was missing an important element: planning a tour based on a specific preference, like taste in wine or type of experience.

WINERY RESOURCES (alphabetical)

Anthony Road Wine Company
Arcadian Estate Winery
Ashley Lynn Winery
Atwater Estate Vineyards
Bagley's Poplar Ridge Vineyards
Belhurst Winery
Bilsboro Winery
Bloomer Creek Vineyard
Castle Grisch Estate Winery
Catherine Valley Winery
Caywood Vineyards
Chateau Lafayette Reneau Winery
Damiani Wine Cellars
Earle Estates Meadery
Four Chimneys Organic Winery
Fox Run Vineyards
Fruit Yard Winery
Fulkerson Winery
Glenora Wine Cellars
Hazlitt 1852 Vineyards
Hermon J. Wiemer Vineyard
Heron Hill Winery
Hickory Hollow Wine Cellars
Kings Garden Vineyards
Lakewood Vineyards
Lamoreaux Landing Wine Cellars
Leidenfrost Vineyards
Miles Wine Cellars
Penguin Bay Winery
Pompous Ass Winery
Prejean Winery
Rasta Ranch Vineyards
Red Newt Cellars
Red Tail Ridge Winery
Rock Stream Vineyards
Seneca Shore Wine Cellars
Shalestone Vineyards
Shaw Vineyard
Silver Springs Winery LLC
Standing Stone Vineyards
Three Brothers Winery & Estates

Tickle Hill Winery
Torrey Ridge Winery
Ventosa Vineyards
Villa Bellangelo
Wagner Vineyards & Brewing Company
White Springs Winery
Zugibe Vineyards

PROGRAMING RESOURCES

Goldberg, Kevin Howard. XML: Visual QuickStart Guide. 2nd Edition. Berkley: Peachpit, 2009.

This book is a guide that will help me understand what XML is and how it works.

Hunter, David, Jeff Raffer, Joe Fawcett, Eric van der Vlist, Donny Ayers, Jon Duckett, Andrew Watt, Linda McKinnon. Beginning XML. 4th edition. Indianapolis: Wiley Publishing, 2007.

This book is more for programmers. I believe that this may provide some deeper insight into XML and how it works.

Kaplan, Chris, Paul Milbourne, Michael Oliver. Flash CS4 with ActionSript. New York: Springer-Verlag, 2009.

Building a website with Flash requires knowledge of ActionsScript. With book I will gain more knowledge about ActionScript 3.0 and how to apply it to my Flash website.

Morris, David. Creating a Website with Flash CS4: Visual QuickProject Guide. Berkley: Peachpit Press, 2009.

This book may give me some guidance of how to build a Flash website from scratch. It has directions of how to organize the content before developing it into a website.

Dafont.com <http://dafont.com>

Will provide a source for fonts.

RIT Books 24x7. <http://library.books24x7.com.ezproxy.rit.edu/bookshelf.asp?site=K7ECY>

Will allow me to view books on loan from RIT online research library resources.

PROCESS

Getting an idea was the first hurdle I had to clear before I continued started my thesis. Once I cleared the hurdle of formulation mu idea, I began thinking about what message I wanted to express through the completion of this process.

This section contains the variables, considerations, issues and problem solving that took place to execute Wine Basics.

THESIS PARAMETERS

The following lays out the goals I set for myself at the beginning of my project. Edits to my initial parameters changed as I completed each section of the project.

Produce an instructional Flash website:

- Where users learn fundamental information about wine tasting
- Where users learn about the Seneca Lake Wine Trail and what it has to offer
- That contains information about the all of the wineries on the Seneca Lake Wine Trail; such as addresses, hours of operation, phone number, and details about the winery.

Create visuals myself. This includes the following:

- Taking and editing photographs of each winery on the Seneca Lake Wine Trail
- Produce 8 different wine glasses in Cinema 4D (a 3D image production and rendering program) for a rotating 3D Carousel

Overall goals:

- Teach users who want to know more about the wine industry, specifically wine tasting, more about the subject.

- Introduce interactivity to enhance the delivery of the information
- Make the subject of wine tasting less intimidating, introduce it in an enjoyable atmosphere
- Include a large amount of information in one location that is not overwhelming to the user
- Get the user to return to the website
- Create a modern look that attracts people in my target audience

Testing Goals:

- Ask 10 people who are within the target audience and have little to no knowledge about wine or wine tasting to look at the completed website to determine if it successfully broadened their knowledge on the subject.
- Ask 10 people who are familiar with wine or wine tasting to look at the completed website to determine if it successfully covers the adequate amount of information
- Get user interface usability feedback from peers

Technology

- MacBook Pro
- iMac (Home and School)
- Wacom Tablet
- Mac OSX 10.5
- Adobe CS4/5: Flash, Illustrator, Photoshop, InDesign
- ActionScript 3
- XML
- TweenLite
- Microsoft Office
- iWork
- Internet
- Variety of Web Browsers
- Web space
- Canon XTi Digital SLR

Target Audience:

Age: 21+

Gender/Race: Any

Language: English

Education: High School +

Interests: Enjoys wine, wants to learn about wine and can have a low to moderate knowledge of wine

DESIGN CONSIDERATIONS

As I researched the plethora of various websites about wine, wineries and wine making there were several things that I found reoccurring throughout most of them.

Color Scheme: Most of the websites used similar color schemes. Wine reds and purples were the colors that I found the most.






Type Choices: Serif or Script fonts. There were very few sites that used a san-serif font as their primary focus.

Imagery: Almost every site had a reference to grapes. Something that I felt had been overused.

Overall: A lot of sites were going for a more elegant feel, which in my opinion is a more dated feel. To me, the Finger Lakes Wine Trail has a modern than elegant feel. It is located in the heart of the country. It attracts a variety of different people, most of whom are just looking to have a great day out tasting and buying wine.

I wanted my website to have a modern feel while still saying “wine” and being inviting to a wide range of users. Choosing the right colors and typefaces played a critical role in developing the right atmosphere.

Color Palette: swatch/Name/r·g·b code/HEX code

	Green/151·163·62/97A33E
	Dark Teal/3·66·66/034242
	Burgundy/99·6·37/630625
	Tan/ 230·193·142/E6BF8E
	Light Tan/245·230·210/F5E6D2

Typography:**swatchit regular**

- Logo
- Menu buttons
- Heading buttons

Century Gothic Regular

- Paragraphs
- Term definitions
- How to Taste instructions & labels

Century Gothic Bold

- Section headings
- Emphasis

Imagery:

95% of the photography featured on my site was taken by me. I used my Canon XTi to take photographs of the all of the wineries on Seneca Lake. While visiting the wineries I took the time to take picture of the surrounding area. The remaining 5% of my images were bought from Dreamstime stock photo site.

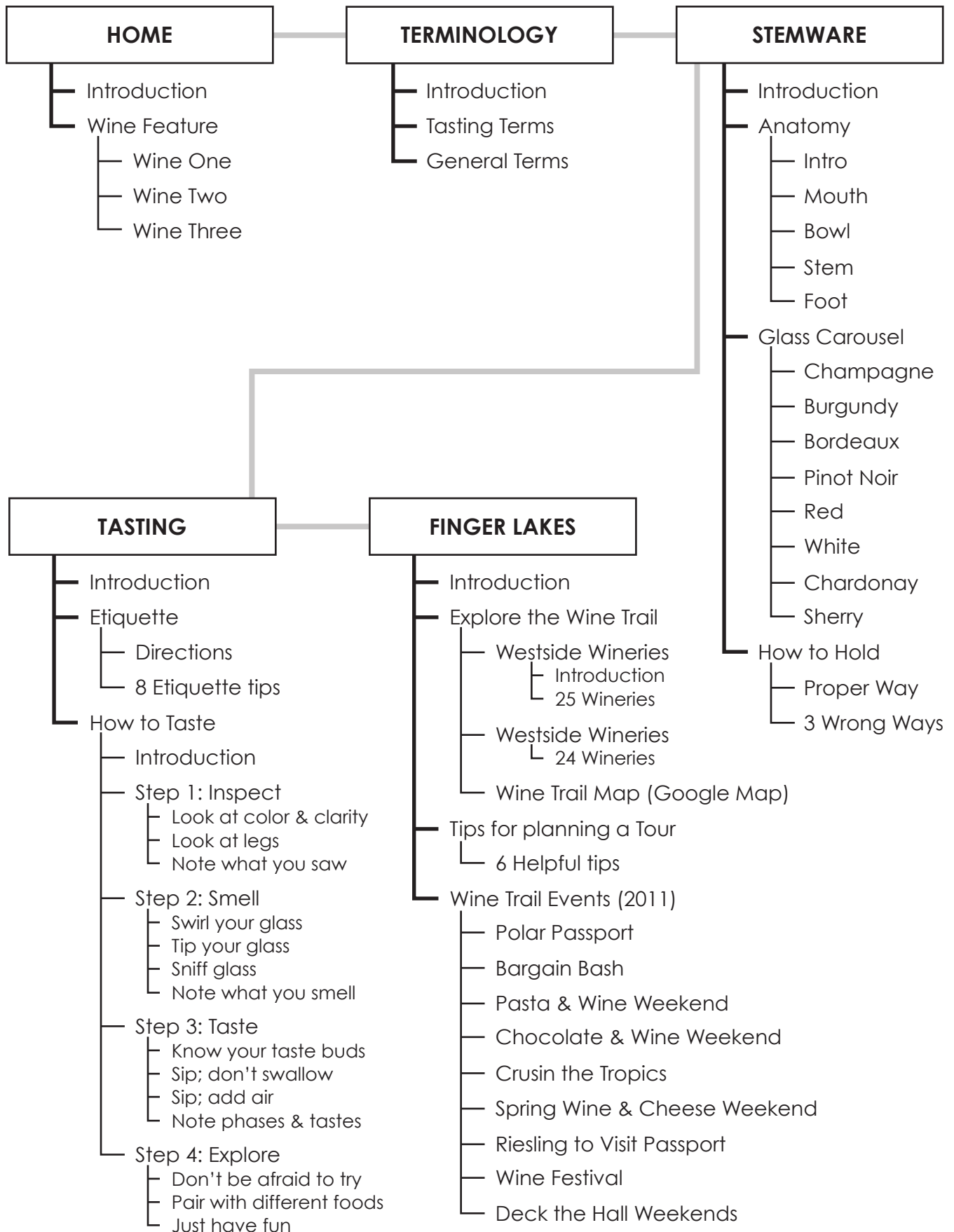
Logo:

I chose to go with a logotype for the logo. I wanted to use a simple font that mimicked the organic shapes of the vines found in the vineyards without being too literal. I chose to use SwatchIt for this font. It is a little mechanical which ties clean organic lines with a modern twist.

I added the accent of the burgundy wave to simulate wine in a glass. It is subtle but doesn't overly emphasize the theme.

Other than choosing the appropriate colors and fonts, I had to first decide the what I wanted my website to include. There is a large amount of information that I wanted to cover, so I had to ask myself, how do I present everything in a way that won't overwhelm the user?

I broke up my information into sections. Each section only had enough information on the page where the user could read and obtain information quickly but feel overwhelmed by the amount of content in front of them. The site map on the next page shows how I organized the information into sections and subsections.



TECHNICAL ISSUES

Determining what the best format to present the information was the next big step for this project. I decided that a Flash website was the best way for me to go, mainly because of my technical knowledge of web design.

Another matter that was a major focus for me was the fact that not everyone is used to browsing information in a Flash format. I need to make sure that the user could easily access the sections of information from every page they visited. Not leaving the user stranded on a page was something that I worked especially hard at.

I created a main shell. The main shell contains the menu bar which holds the logo, main sections, and a series of drop down menus containing the subsection. The logo links to the opening/home screen. The Main sections and subsections link to the corresponding pages. Setting up the menu like this loads the menu only once. Clicking on the links load the content, which is designed in a separate external .swf file, into an empty movie clip. When the user chooses a new section the currently loaded movie clip will fade out and be removed from the stage and the new movie clip will load. This allows for the application to work smoothly without bogging the system down with information.

To make animations move smoothly I used TweenLite. I used this code format mainly in the main menu to create the drop down menus. I spent two weeks creating them so that they worked how I wanted them to. The other section that I used TweenLite for was the terminology section. It was a simple way to fade out the terms – which were grouped together in one large movieclip – move the movieclip to the specified location and fade back in at a rate that didn't take too long but that also wasn't too fast that it created a distraction.

TROUBLESHOOTING

Trial and error became a reoccurring theme throughout my project. I made sure that every day I saved a new version of my files and backed them up to be sure that in the event that I severely disturbed my code I had a fall back.

I also had the support of my fellow classmates and professors to help figure out any issues I was having. It became frustrating at times but ultimately, sitting back and trying different solutions was the key to the completion of this project.

SUMMARY

An important part of the completion of this project was user testing and feedback.

Before I defended my Thesis on November 10, 2010, I contacted people of different ages and who I knew had varying knowledge about wine. I asked several questions that would help me know if I had successfully achieved my goal.

EMAIL SENT FOR USER TESTING

Hello,

I have spent the last three months working hard to finish my thesis this month and am finally a week away from presenting my Thesis in front of my committee. I am making changes and corrections every day.

I am making a Flash Website for people who are interested in wine but are not sure where to start. Wine can be intimidating to newcomers. My main focus is to present the basics while promoting the Seneca Lake Wine Trail, one of my favorite places.

I would be grateful if you could go through my website, the link is below, and comment on usability, any look and feel overall (does it all flow together well), what you like, what you hate, etc. Please be critical in your evaluation, you won't hurt my feelings, I promise.

Before you start there are a couple of areas I am still working on. In the last section, Exploring the Wine Trail - Information is only available on some of the wineries at the moment. I am updating this all the time. So to assess this part try out the links that are completed for Westside of the lake.

Please attach any comments and the answers to the following questions in an email to me at aak3372@rit.edu.

1. How would you rate your overall knowledge of wine before looking at the site?

1 2 3 4 5

2. Did the site improve your knowledge?

3. How do you rate your knowledge now?

1 2 3 4 5

If so, what helped the most?

4. Was the site easy to navigate?

5. What was your favorite part of the site? Why?

6. What can I improve?

Thank you in advance for your help!

<http://www.learnwineonline.ashleykuehl.com/AKThesisShell.html>

Ashley A Kuehl

EMAIL- FEEDBACK **Wendy Drake**

I think you've done a splendid job! As pretty much a web-site idiot, this was extremely easy to navigate. I consider myself a very "minor" connoisseur of wines and learned much from your site. I did notice a few minor things -- mostly what may be a spelling error and/or a grammatical one. I listed those below.

I tried navigating this at work, and there were problems with the glass carousel -- it would start and then not open again. However, I did not have that same problem at home. That may be a factor of our system at work or there may be something inherent in your website -- I don't know enough about constructing them to know. Thought I should pass that along.

As a long-time resident of the Finger Lakes Area, I found this informative and fun. It helped reinforce some things I did know while teaching me things I didn't. For someone not aware of the beauties of the Finger Lakes Area, you have provided enough information to encourage them to visit and experience the region for themselves. I particularly enjoyed the photos of the individual wine bottles with the descriptions of them. I truthfully can say there was nothing I "hated" but the few little spelling/grammar errors got on my nerves -- comes from being related to an English teacher!!!

Nicely done! Please let me know how you do -- I'm sure it will be great!!!!

James Kuehl

Overall this is a terrific site. It's elegant and easy to navigate. I learned a lot from it and had fun doing it. Here are the things I found:

Home page:

Second paragraph, second sentence should say, “. . .” how to pair a wine with the right glass.” (not “to the right glass.”)

Can only see bottle pop-outs once each. If that's how the feature works I would delete the tab afterward. It feels like a broken function when you click on a tab and nothing happens.

Terminology

Several long lines in the definition are cut off on the right.

Stemware

Anatomy should say to roll over the list on the left (instructions say to roll over list on right)

Carousel

Champagne flute has a bright white UFO hanging off of the bowl.

Tasting/etiquette/Walk-ins or appointment.

“. . .there are some producers who have open tasting rooms that hold regular hours . . . (change “rooms” and “hold” to make plural)

Tasting/Step 2

First paragraph, spell bouquet with two Us.

Consider having the black number in the green square be highlighted to remind which stop we're on. I know it's obvious with the step number in bold under the row of squares, but I think the visual cue would help (if that's not too complicated).

Tasting/Step 4

Second paragraph, second sentence, capitalize “With” at the beginning of the sentence.

Betsy Connor

1. How would you rate your overall knowledge of wine before looking at the site?

1 **2** 3 4 5

2. Did the site improve your knowledge?

Yes

3. How do you rate your knowledge now?

1 2 3 **4** 5

If so, what helped the most?

Terminology and stemware sections.

4. Was the site easy to navigate?

Yes, but there were some issues in viewing the information and scrolling up and down the pages to see all of the information on the website.

5. What was your favorite part of the site? Why?

Stemware and the information on local winery sites/ events. Stemware: The visual aspects of the stemware was informative; the interactive carousel was a nice touch.

6. What can I improve?

It would have been nice to have a little more information on the various types of wines and how they are processed.

Joan Harris

What an awesome job you have done! I thoroughly enjoyed it. I particularly loved your beautiful photographs, the layout and the logo. The links are all clear and easy to access.

As for suggestions: it would be nice if there was a side scroll bar in the terminology section so that you could scroll through all the terms in addition to being able to click on the letters.

I would also suggest that you have your Dad or Mom proof read everything carefully. There are a few typos, etc. I didn't write them all down but these are the ones I made note of:

In the Stemware Intro: should be "parts of a wine glass" not or.

In the Tasting Intro: In the 2nd paragraph: "down in 4 easy steps" doesn't make sense.

In Step 3, Taste: separate phase is (ie: phase is).

I copied some of what I wrote above into the responses to your questions below. I hope it's helpful. You did a great job! Good luck.

1. How would you rate your overall knowledge of wine before looking at the site?

1 2 **3** 4 5

2. Did the site improve your knowledge?

Yes

3. How do you rate your knowledge now?

1 2 3 **4** 5

If so, what helped the most?

Reading through the terminology, tasting and stemware sections.

4. Was the site easy to navigate?

Yes

5. What was your favorite part of the site? Why?

I particularly loved your beautiful photographs, the layout and the logo. The links are all clear and easy to access.

6. What can I improve?

As for suggestions: it would be nice if there was a side scroll bar in the terminology section so that you could scroll through all the terms in addition to being able to click on the letters.

I would also suggest that you have your Dad or Mom proof read everything carefully. There are a few typos, etc. I didn't write them all down but these are the ones I made note of:

In the Stemware Intro: should be "parts of a wine glass" not or.

In the Tasting Intro: In the 2nd paragraph: "down in 4 easy steps" doesn't make sense.

In Step 3, Taste: separate phaseis (ie: phase is).

Sumit Paul

1. How would you rate your overall knowledge of wine before looking at the site?:

1 2 3 4 5 ...definitely 1

2. Did the site improve your knowledge?

Yes it did! ... the stuff in the how to taste your wine is my favorite

3. How would you rate your overall knowledge of wine after looking at the site?:

1 2 3 4 5

If I spent a good 2-3 hours I would say i'd be very knowledgeable (4) about the subject. I think you have covered each an every aspect of wine.

If so, what helped the most?

How to taste your wine is my favorite.

4. Was the site easy to navigate?

Yes very easy ... u might want to highlight the instructions that occur in the paragraphs.

5. What was your favorite part of the site? Why?

Already mentioned it above. I guess the interactive component ... and the meaningful images.

6. What can I improve?

It would be awesome if the site were fullscreen! Maybe that's something for the future.

Here are some changes that I would suggest:

Terminology Section > Introduction : I think the instructions should be bold. For example the line: "Pick a section from the menu at the top to begin"

Just noticed that the slide out menu for some of the wine bottles aren't working. 'Schooner Red' and 'Ventosa'.

Tasting > Introduction > 2nd Paragraph > 2nd line: Put "Kinds of Tasting" in quotation marks ... same with the next paragraph where you say "in the "etiquette section". Basically u need to highlight the section names a bit. I'd put them in quotation marks or atleast make them italic ... its kind of like using italics when u mention the name of a book in a paragraph.

Terminology > Tasting Terms :

Acidic: "have a sharp edge or harsh feeling on the palate" (you missed 'have')

Cheezy: "filthy wine making, and an unwanted secondary fermentation in the bottle " ... insert a comma after 'making' in this case, not sure if you do it here, maybe it's a British English thing.

Nutty: think there's an extra space before the word 'Used'

Tanky: "Describes dull, dank qualities" ... dank? ... is it a common word? ... I'd rather use damp.

Wine Tasting Etiquette > spitting wine is ok: third sentence ... shouldn't it be discriminating amongst wines ... or ... differentiating between wines? ... discriminating against sounds weird.

Wine Tasting Etiquette > Use Basic Table Manners > 1st sentence : Add an exclamation mark after ... "hopefully your parents taught you some basic table manners". Without the exclamation mark it seems like u're saying it rudely.

How to taste Wine > 2nd sentence : "Kowing how to hold" ... change to knowing . 3rd sentence ... spelling of etiquette. 2nd paragraph ... "here you will learn the how easy" ... remove 'the'

How to taste wine > step 1 > look at the legs: 1st paragraph > 2nd sentence should be ... "be careful not to splash"

How to taste wine > step 2 > swirl the wine in your glass > 2nd paragraph: the sentence should be ... Swirling 'your' wine.

How to taste wine > step 2 > tip the glass > 2nd paragraph : tilt your glass at a natural angle "so" that

In the 'note what you smell' section ... The list next to the glass disappears sometimes ... is it supposed to disappear? .. it stays if u click once ... disappears if u click twice.

Pair with different foods > 1st paragraph: "Try pairing wines with different ingredients and note the how" ... remove 'the'

Note the phases and tastes : ... 1st para, 1st sentence ... phaseis should be phase is.

Im sure the wine trail map is not supposed to be semi-transparent. I guess u must be fixing that.

There's a lot of information on the site! ... I was surprised with the amount of content. Great job.

Lydia Powers

1. How would you rate your overall knowledge of wine before looking at the site?:

3

2. Did the site improve your knowledge?

Yes

3. How would you rate your overall knowledge of wine after looking at the site?:

4

If so, what helped the most?

The terminology section

4. Was the site easy to navigate?

Yes - very easy! At all times I knew where I was!

5. What was your favorite part of the site? Why?

The stemware - glass carousel. It is a good resource to go back to for when deciding what glass to use with what wine. That and it's just damn cool (and fun to play)

6. What can I improve?

The only thing I thought could be improved was in the glass carousel - after clicking on the glass, it took a bit too long to slide over and display the information. Also - I think another graphic (like a back button or something) would work better than an X

Gramatically - I noticed the following things (from the home/terminology/stemware and tasting sections - haven't gone through the finger lakes section yet, but have a bob dylan concert to go get ready for, so I'll get back to you on that section). Feel free to ignore any of them - they are just suggestions. There are a few typos - so don't ignore those.

Under tasting terms.

- The acidic description should say "...sour and have a sharp edge.."

- The Aroma description I think should have commas around "or more commonly"

- The Corked description maybe should have a comma somewhere in "...flavor and aroma and dry aftertaste..."

- Should the Delicate description say "light-to-medium weight"

- Should Dry say "a rough feeling on the tongue" ?

- The Earthy description: "Can be both a positive..."

- Should the Grassy description have semicolon instead of a a comma?

- Jammy - what's a big Zinfandel?

- Musty - I think the tense is off for "or contaminated by a poor cork" - I might be wrong though. Also "Corked wines never improve with breathing." is an odd sentence. I know what you mean, but it still sounds odd.

- Nutty - there is a space before "Used"

Under General terms:

Acidity - "...the presence of pleasant..." typo (forgot t)

Aeration - Allowing should be capitalized - also I think last word cut off gla... (glass?)

Alcohol - looks like something at the end of the third sentence - maybe it was cut off too?

Actually - going through - all the terms look like they are being cut off. I will revisit this section for grammaticallness when you have fixed that if you want.

Stemware intro. 2nd paragraph last 2 sentences. should it say "...into the best area of the mouth for the varietal"

Glass carousel -

Sherry - should the Wine: say Sherry & Port Wines, aperitifs and liqueurs

Champagne flute - should it say "in the wine throughout consumption"

Burgundy glass - is there an extra space between curvaceous and shape

Tasting introduction

is there a Kinds of tastings section? it mentions it in the beginning of the 2nd paragraph. also looks like maybe an extra space between cover and information

Wine Tasting Etiquitte

Spitting wine is ok. Looks like their may be a space in between The and same in the last sentence.

Walk-ins or Appointments - the sentence about Large groups confuses me a bit.

How to taste wine

introduction - maybe a space between learned and a (1st paragraph - 1st sentence)

and The and goal (2nd paragraph, 2nd sentence)

Inspect - Look at the legs

typo - last sentence, 1st paragraph - first (not frist)

Inspect - Note what you saw

extra space in between tasting and is (2nd paragraph - 1st sentence)

Taste - Know your taste buds

"There is a fifth, that has been more recently discovered, called umami" Typo and added comma and took away to.

Does the reader really need to know about this taste? Maybe you should say more about what wines or attributes of the wine will affect which taste

Taste - Note the phases and tastes

NEed space - "phase is" 2nd sentence

Should the phases be numbered?

In the list next to the wine glass - is Appely spelled right - should it be appley?

I missed the Step 4:Explore section in How to Taste Wine

In Just have fun

2nd paragraph - 2nd line - vist should be visit

About the Finger Lakes:

1st paragraph, 3rd line down - extra space between Region and the

2nd paragraph, last sentence in first column - should it be

because "of" the weather?

3rd paragraph, 2nd line - I think it should be "wherever"

last paragraph, 1st line - there is an extra space between Choose and from (I also think there are too many froms in this sentence - suggestion "Choose from the sections above...

Tips for planning a tour:

Have a designated driver:

1st sentence - I think you need an "is " before illegal.

2nd sentence - Wether should be whether

Choose the Right Time:

1st 2 lines - I think you should have a comma after winery and have a lowercase E on especially

Do your Homework

Last line - what is PA Wineries page?

Seneca Lake Wine Trail Events:

Polar Passport - last sentence - extra space between likely and to

Pasta and Wine Weekend/Chocolate and Wine weekend/
Cruisin the Tropics Weekend/Spring Wine and Cheese
weekend - there is a dash between Taster and \$, but not one
between Designated Driver and \$

In the explore the wine trail section - it looks like some of your text is skewing. I don't think it's that noticeable and I don't want to freak you out - just thought I'd mention it - I have attached a screen shot of one example - it looks like it is in the same place on each screen. I wonder if maybe your movie clip is rotated slightly?

Westside Wineries - Miles Wine Cellars - 2nd line - road is spelled rod. 3rd sentence - extra space between lake and to

I'm guessing you are still working on the eastside wineries.

Overall - you have done a ton of work - there are so many sections and information, but its not overwhelming. You have

done a ton of work - and managed to make it very clean and very clear to the viewer where they are located in the site!
Awesome job!!!!

Janine Benjamin-Kuehl

1. How would you rate your overall knowledge of wine before looking at the site?

1 2 3 4 5 #3

2. Did the site improve your knowledge?

Yes

3. How do you rate your knowledge now?

1 2 3 **4** 5

If so, what helped the most?

Terminology; etiquette

4. Was the site easy to navigate?

Yes

5. What was your favorite part of the site? Why?

Stemware - the carousel was interesting both visually and had good information

Tasting - the steps and animation were interesting visually and informative

6. What can I improve?

Once I got all the way through and looked at the wineries I would have liked to be able to print a map or have a link to a map that was printable. If I was new to the area and even living in the area I do not know where all of the wineries are.

Overall - it made me want to learn more and I think that is good. It is very pleasing visually. Might have been nice to have some music; then again might have been annoying

THESIS DEFENSE FEEDBACK

Marla Schweppe

- Impressive amount of information.
- Clarity of Navigation.
- Featured wine will make people want to come back

Nancy Ciolek

- Design had improved
- Contains a wealth of information

Chris Jackson

- Encompasses everything but video
- Created 3D Glasses and took photos
- Information Design - well done, makes weeding through content easier
- [wine feature] helps keeps people coming back
- Updateable
- Google maps are updateable too.

Sean Foster

- Key aspect is being able to make updates later - good that you dealt with that.

Sumit Paul

- So much information! But you don't realize it at first.
- good Organization

Hend Alawadhi

- Content good
- Inviting even if you don't drink wine!

THESIS SHOW FEEDBACK

- Great application of information, education and what fun! Suggest getting wineries (one or all) to sponsor site.
- Fun to browse and fun to learn. Easy to navigate, made me thirsty. Very user friendly for a middle adged guy.
- Very Practical.
- Beautiful Presentation! Excellent Organization of tons of great information.
- Well Done!
- I like the website a lot! It's very informative! I will visit it all the time!
- Very good. I like your typography size; very easy to read. Navigation bar is very simple to follow. It has an elegant feel. I like how your incorporated several projects into this one concept. Very informative. Good job overall!
- Very well done, and very informative. I enjoyed it very much. Very.
- Very smooth and clean! It's awesome how you were able to organize all the information into an engaging site. We love the How to Hold tips!

CONCLUSION

The internet opens a door to a great deal of information. So much information, in fact, that it can be hard to find exactly what you were looking for in the first place.

While conducting research I was able to find all the information that I thought was important for novice wine tasters to know. However, the majority of this information was either on separate web pages or was unorganized. This was very frustrating. How is someone supposed learn if the important information is scattered all over? To successfully learn something it helps that information is well organized and in one place, or at least presented in an interesting and memorable way.

The significance of this project is to do just that. By providing a single place for people to learn how to taste wine it will create a more enriching learning experience. By making it interactive I created a learning experience that will be more memorable than by just reading alone.

I hope that by visiting this Wine Basics the user will broaden their knowledge, no matter how much they may or may not already know about wine tasting.

My love for wine and the Seneca Lake Wine Trail is still strong and I will continue to share my love for wine with others through education.

APPENDIX

OVERVIEW

The appendix contains the information that I collected for my thesis including my thesis proposal, web page content for each section, diagrams, spread sheets, sketches, notes, images, coding examples, etc.

THESIS PROPOSAL submitted may 20, 2010

My thesis proposal contained the resolved idea of what my thesis project was going to be about as well as what different elements it would include.

TASTE OF THE FINGER LAKES:

**Teaching Wine Tasting Techniques
Using Instructional Multimedia**

Thesis Proposal for the Master of Fine Arts Degree

Ashley A. Kuehl

THESIS PROPOSAL FOR THE MASTER OF FINE ARTS DEGREE

TASTE OF THE FINGER LAKES:
TEACHING WINE TASTING TECHNIQUES USING INSTRUCTIONAL MULTIMEDIA

BY: ASHLEY A. KUEHL

Title: Taste of the Finger Lakes: Teaching Wine Tasting Techniques Using Instructional Multimedia
Submitted by: Ashley A. Kuehl
Date: Thursday, May 20, 2010

Thesis Committee Approval:

Chief Adviser: Associate Professor Chris Jackson, Computer Graphics Design

Signature of Chief Adviser _____ Date _____

Associate Adviser: Lecturer Lorraine Hems, Hospitality and Service Management

Signature of Associate Adviser _____ Date _____

Associate Adviser: Associate Professor Nancy A. Ciolek, Graphic Design

Signature of Associate Adviser _____ Date _____

School of Design Chairperson Approval:

Chairperson, School of Design: Patti Lachance

Signature of Chairperson _____ Date _____

THESIS PROPOSAL FOR THE MASTER OF FINE ARTS DEGREE

TASTE OF THE FINGER LAKES:

TEACHING WINE TASTING TECHNIQUES USING INSTRUCTIONAL MULTIMEDIA

BY: ASHLEY A. KUEHL

ABSTRACT

The Finger Lakes Wine Region is a fascinating entity of Upstate New York's heritage. People from all over the world come to visit the unique area and to taste wine. People who visit this area range from individuals who are looking for a good time to those who are serious wine tasters. Serious tasters can get a lot out of an afternoon of wine tasting because they may possess a higher level of knowledge about wine and the tasting process. There is an insufficient amount of interactive materials on the web for users to learn about wine in a fun and enriching way. I hope to create an entertaining and educational website for people to learn about the basics of wine and wine tasting while promoting the Finger Lakes Wine Region.

PROBLEM STATEMENT

Wine can be rather intimidating if you are new to the process of tasting. Therefore, I am researching the wine industry to learn the basics of wine tasting and then translating this to an online instructional website. The site will teach the basics of wine tasting in conjunction with specific information about the Seneca Lake Wine Trail. My goal is to gather the essential information that new wine tasters would need to know before going on a wine tour around one of the Finger Lake Wine Trails.

There is no argument that there is a large amount of information available to the public regarding wine. However, through my preliminary research, I have found that the content is unorganized and the key information is not grouped in a way that would allow someone who is not well versed in wine terminology to navigate and learn.

I think by providing an instructional website on the basics of wine more people will learn terminology associated with wine, the correct way to taste wine, the different kinds of glasses and their uses, and be able to combine it with information about the Seneca Lake Wine Trail and surrounding area by using interactivity to create such a website will help enhance the user experience and ability to retain the information provided throughout the website.

Through out my research I may face several problems:

- The large amount of resources and information that will have to be sorted through
- Large amount of wineries located on the Seneca Lake Wine Trail
- My novice skills in XML coding to build a "database" of sorts.

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Possible Solutions:

- Narrow down my resources to the most essential information
- Use information available online to gather addresses, phone numbers, hours of operation, etc. of each winery located on the Seneca Lake Wine Trail for users to browse and plan a wine tour.
- Find a book that covers how XML works with Flash & XML coding

I plan to revisit a past project and elaborate on the topics already included in it. I plan to add more terminology, make an interactive tutorial of how to taste wine, teach the basic etiquette for wine tasting through visuals, and add a section detailing the Finger Lake Wine Region specifically the Seneca Lake Wine Trail. More detail of these additions will be laid out in the following pages.

LITERATURE REVIEW

WINE RESOURCES

MacNeil, Karen. *The Wine Bible*. New York: Workman, 2001

The Wine Bible is a collection of what makes wine great. It covers how different regions make wine and how to pair them to make the perfect meal. After reading several reviews I believe this book contains the basic information that will be vital to my education on this topic.

Robinson, Jancis. *How to Taste: A Guide to Enjoying Wine*. New York: Simon & Schuster, 2000

Another book that covers the basic knowledge about wine it also covers how the professional wine tasters taste wine. By reading this book I will gain a more defined knowledge base about wine and its different characteristics.

Cox, Jeff. *From Vines to Wines: The Complete Guide to Growing Grapes and Making Your Own Wine*. Canada: Transcontinental, 1999. 3rd. ed.

From Vines to Wines covers the process of wine making from beginning to end. Cox also gives steps for making your own wine. Learning the process of wine making will help me understand why people make wine and enjoy it. I hope to gain a deeper understanding through this book.

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Wells, Grady. Wine Tour of the Finger Lakes: Where to stop, What to Taste, & What to Buy in New York State's Premier Wine Region. Ithaca: McBooks Press, 2004.

Although this book is a little outdated because the wine industry is continually evolving and wines are different each year, I think that this will be a good base to view the review on the wineries in the area.

Julyan, Brian K. Sales and Services for the Wine Professional. Cenegage Learning, 2008

This book covers various aspects of the wine business on the customer service end. Reading this book may lend some insight into the inner workings of a winery, or how they should work.

Rack Wine.com

<http://www.rackwine.com/>

Rackwine.com will provide backup information on wine tasting, wine tasting terminology, food and wine parings and facts. It will help me complete my Glossary section.

Wine Spectator Online

<http://www.winespectator.com/>

Wine Spectator is a magazine that reviews and features different wine from around the globe. By visiting the website I can stay up to date with current happening in the wine industry in a way that is not limited to New York.

Finger Lakes Tourism Alliance: Wine

<http://www.fingerlakes.org/wine.htm>

This website will provide an overview of the number of wineries located on the Finger Lakes Wine Trails.

Seneca Lake Wine Association

<http://senecalakewine.com/jc/>

This website will provide me with information about the wineries located on the Seneca Lake Wine Trail.

Finger Lakes Wine Country, NY

<http://www.fingerlakeswinecountry.com/>

While looking for websites that resemble my idea, I found a website that has most of the elements that I plan to include. I think that this website is missing an important element, planning a tour based on a specific preference, like taste in wine or type of experience.

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WINERY RESOURCES (alphabetical)

Amberg Wine Cellars	Leidenfrost Vineyards
Anthony Road Wine Company	Miles Wine Cellars
Arcadian Estate Winery	Penguin Bay Winery
Ashley Lynn Winery	Pompous Ass Winery
Atwater Estate Vineyards	Prejean Winery
Bagley's Poplar Ridge Vineyards	Rasta Ranch Vineyards
Belhurst Winery	Red Newt Cellars
Bilsboro Winery	Red Tail Ridge Winery
Bloomer Creek Vineyard	Rock Stream Vineyards
Cascata Winery	Seneca Shore Wine Cellars
Castle Grisch Estate Winery	Shalestone Vineyards
Catherine Valley Winery	Shaw Vineyard
Caywood Vineyards	Silver Springs Winery LLC
Chateau Lafayette Reneau Winery	Silver Thread Vineyard
Damiani Wine Cellars	Standing Stone Vineyards
Earle Estates Meadery	Three Brothers Winery & Estates
Four Chimneys Organic Winery	Tickle Hill Winery
Fox Run Vineyards	Torrey Ridge Winery
Fruit Yard Winery	Ventosa Vineyards
Fulkerson Winery	Villa Bellangelo
Glenora Wine Cellars	Wagner Vineyards & Brewing Company
Hazlitt 1852 Vineyards	White Springs Winery
Heron J. Wiemer Vineyard	Zugibe Vineyards
Heron Hill Winery	
Hickory Hollow Wine Cellars & Highland Cellars	
Kings Garden Vineyards	
Lakewood Vineyards	
Lamoreaux Landing Wine Cellars	

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PROGRAMMING RESOURCES

Goldberg, Kevin Howard. XML: Visual QuickStart Guide. 2nd Edition. Berkley: Peachpit, 2009.

This book is a guide that will help me understand what XML is and how it works.

Hunter, David, Jeff Raffer, Joe Fawcett, Eric van der Vlist, Donny Ayers, Jon Duckett, Andrew Watt, Linda McKinnon. Beginning XML. 4th edition. Indianapolis: Wiley Publishing, 2007.

This book is more for programmers. I believe that this may provide some deeper insight into XML and how it works.

Kaplan, Chris, Paul Milbourne, Michael Oliver. Flash CS4 with ActionScript. New York: Springer-Verlag, 2009.

Building a website with Flash requires knowledge of ActionScript. With this book I will gain more knowledge about ActionScript 3.0 and how to apply it to my flash website.

McFarland, David Sawyer. CSS: The Missing Manual, Second Edition. Sebastopol: O'Reilly Media Inc., 2009.

I plan to incorporate CSS into my final project. With this book I hope learn and understand the process of making and implementing CSS to a website.

Morris, David. Creating a Website with Flash CS4: Visual QuickProject Guide. Berkley: Peachpit Press, 2009.

This book may give me some guidance of how to build a flash website from scratch. It has directions of how to organize the content before developing it into a website.

Powers, David. Foundation PHP 5 for Flash. New York: Springer-Verlag, 2005.

This book will help me understand how PHP and Flash work together. This will help me use PHP in developing my flash website.

Dafont.com

<http://dafont.com>

Will provide a source for fonts.

RIT Books 24x7

<http://library.books24x7.com.ezproxy.rit.edu/bookshelf.asp?site=K7ECY>

Will allow me to view books without having to purchase them.

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APPROACH

Through my research I plan to build an online Flash based instructional application where a user can learn fundamental information about wine and the Seneca Lake Wine Trail. Users will also have access to addresses, phone numbers, hours of operation, and summary information about each winery on the wine trail.

To add visuals I plan to take and edit photographs of the Seneca Lake Wine Trail and surrounding area myself. I will use interactivity to enhance the delivery of the information, such as an interactive carousel detailing different glasses and their wines.

As the testing part of my thesis I plan to ask a group of 10 people who have little to no knowledge about wine and 10 people who have moderate to high knowledge about wine to test my website.

TECHNOLOGY

- MacBook Pro
- iMac (Home and School)
- Wacom Tablet
- Mac OSX 10.5
- Adobe CS4
 - ◆ Flash
 - ◆ Illustrator
 - ◆ Photoshop
 - ◆ InDesign
 - ◆ possibly AfterEffects
- ActionScript 3
- XML
- TweenLite
- Microsoft Office
 - ◆ Word
 - ◆ Excel
- iWork
- Internet
- Variety of Web Browsers
- Web space
- Canon XTi Digital SLR

TARGET AUDIENCE

Age: 21+

Gender/Race: All

Language: English

Education: High School +

Interests/Motivations: Enjoys wine, wants to learn about wine, and can have a low to moderate knowledge of wine

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TARGET AUDIENCE CONTINUED

PERSONAS

1: Sheri Hensen 21

- Student at Elmira College
- Celebrating her birthday
- Likes to drink; usually liquor
- Doesn't know a lot about wine
- Wants to have a fun laid back time on a tour
- Loves sweet fruity drinks
- Navigates through computer interfaces easily
- Not a lot of spare time during the week
- Doesn't like complicated tasks
- Doesn't always read instructions
- Plays the guitar with friends
- Has a fast paced life

2: Gilbert Willis 46

- Manager of an insurance company
- Prefers drinking wine over liquor or beer
- Likes dry to semi-dry red and white wines
- Planning to propose to his girlfriend Olivia
- Visits Wineries on the Keuka Wine Trail often
- Looking for a more high class winery
- Frequent Internet user
- Likes classical jazz music
- Easy going personality
- Gets confused with websites
- Walks his dog after work
- Loves to cook with wine

3: Ally Thomas 29

- From Chicago, Illinois
- Planning a vacation for her husband and her
- Has never been to the Finger Lake area
- Recommended to the area by family friends
- Likes sweeter wines
- Regular Internet user
- Likes the night life and a good party
- Enjoys the country landscapes
- Doesn't enjoy snooty high class places
- Very talkative
- Eager to learn about wine

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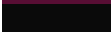



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INSPIRATION/IDEAS

COLOR PALETTE

I want my color palette to reflect the natural color found in the area. Earthy greens from the grape vines, deep purples from the grapes. Can change.

Include subtle textures; i.e. wood, linen, or paper

	Green: 148-184-86
	PurpleA: 54-6-33
	PurpleB: 88-14-52
	Black: 10-10-10
	Tan1: 184-151-104
	Tan2: 212-205-170
	Tan3: 238-235-221

LAYOUT INSPIRATIONS



<http://www.fingerlakeswinecountry.com/>



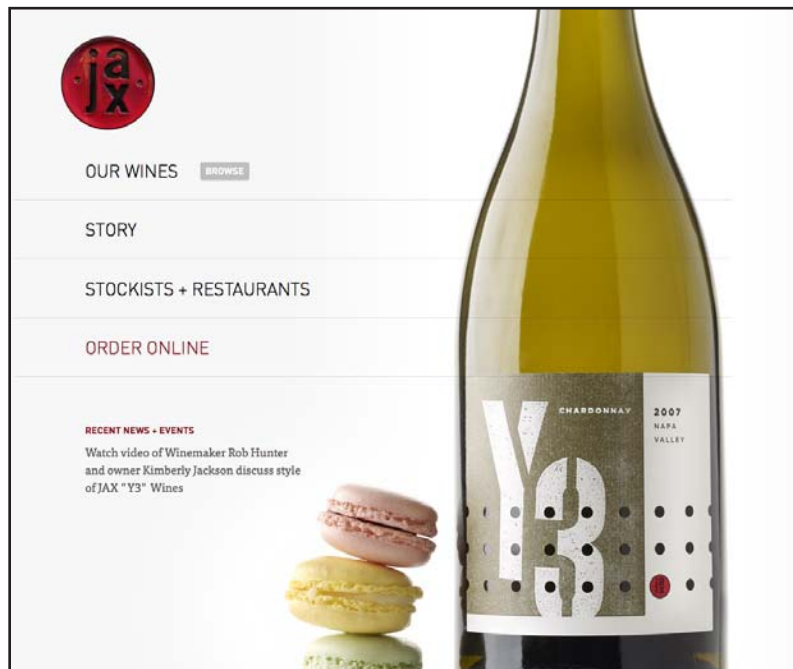
<http://ednacional.com/2009/>

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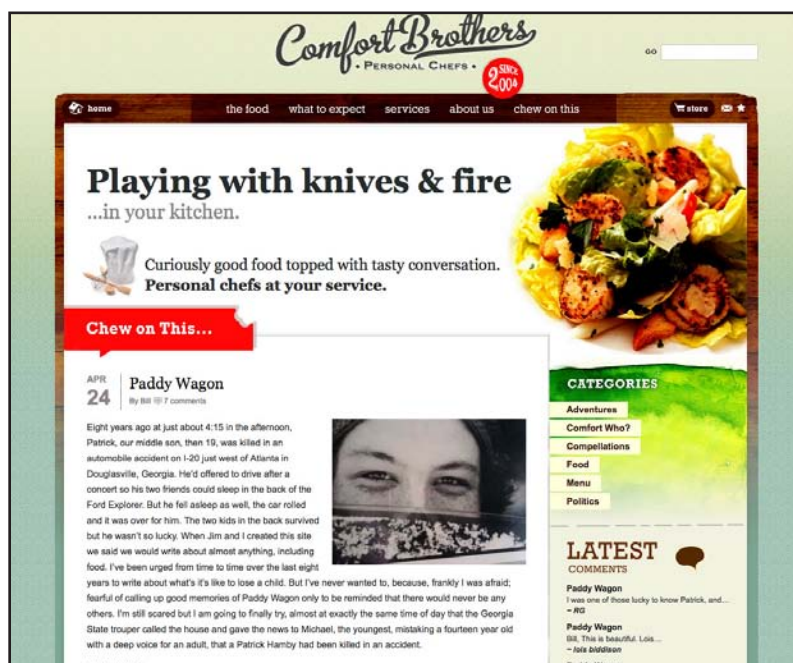
TASTE OF THE FINGER LAKES:

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<http://jaxvineyards.com/>



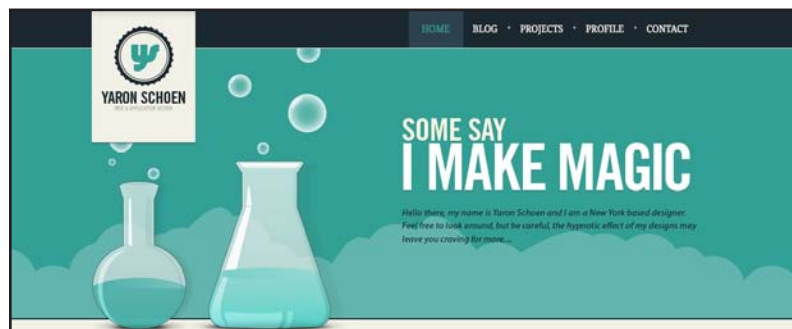
<http://www.comfortbrothers.com/>

THESIS PROPOSAL FOR THE MASTER OF FINE ARTS DEGREE

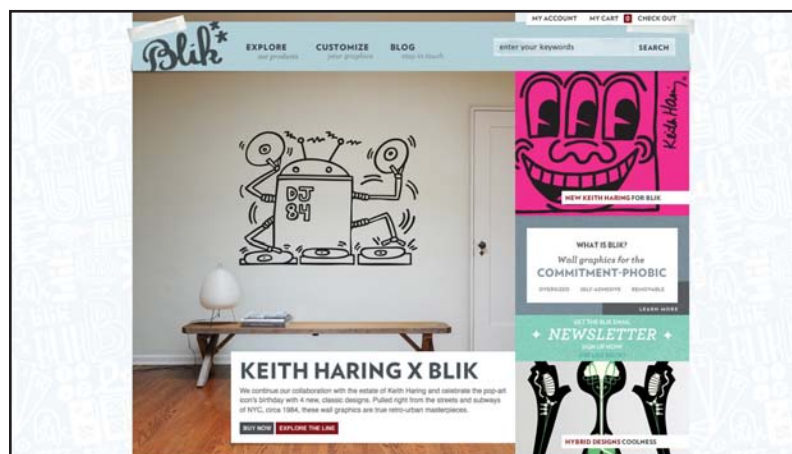
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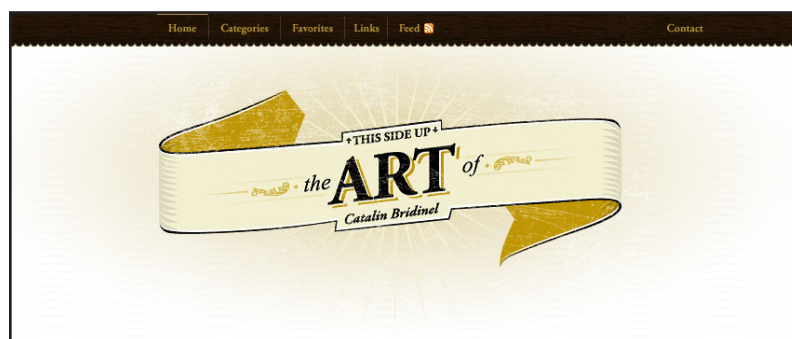
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<http://yaronschoen.com/>



<http://www.whatisblik.com/>



<http://bridinel.com/>

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INSPIRATION/IDEAS CONTINUED

MENU OPTIONS

Home

- Welcome screen outlining the purpose of the website

Glossary (Introduction to section)

- Users can learn terms used for:
 - Tastings; describing wine, prepares them for a wine tour.
 - General terms; words that people who are familiar to the industry use. May clear any confusion during a tasting
 - Kinds of Wine; a list of wines that are commonly found in the Finger Lake Region, most popular

Stemware (Introduction to section)

- Anatomy : describes the different parts of the glass
- Stemware Interactive Carousel : shows 8 different types of glasses and the wines they were made for

Tasting (Introduction to section)

- Kinds of Tasting : outlines the different kinds of wine tasting, most common
- Etiquette : Outlines the proper practices of wine tasting.
- How to Taste : interactive section guiding the user through a wine tasting. Animated.

Finger Lakes Wine (Introduction to section)

- Brief history of the Finger Lakes Wine Trail, with facts and interesting facts and lore.
- Explore the Seneca Lake Wine Trail :
- Plan a Tour : An XML structured database communicating with Google Maps. Option to print custom Map.
- Wine Events : List to wine events happening on the Seneca Lake Wine Trail. Link to Wine Association Website to purchase tickets.

Possible additions:

- Wine and Food Pairings
- Wine Descriptor Interactive wheel

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BUDGET

- Fuel costs to drive to the area and back to Rochester (number of trips not calculated)
- Tasting fees
- Reference books (some mentioned in Literature Review)
- Printer Ink for personal printer
- Paper and supplies
- Web Domain space for one year (provider not determined)

MARKETING

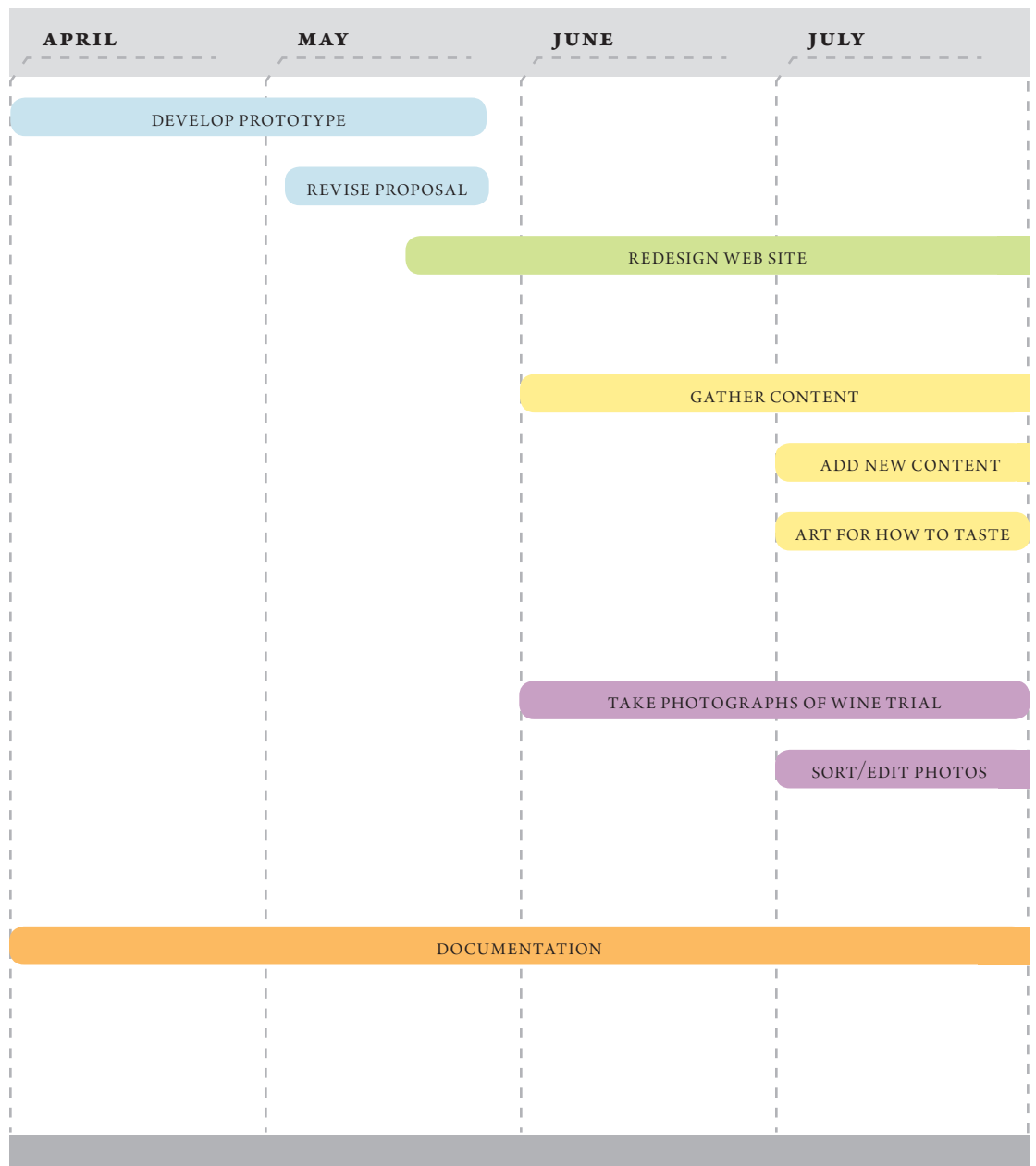
After the completion of my thesis I plan to pitch my prototype to the Seneca Lake Wine Association, the other Finger Lake Wine Associations and possibly the Finger Lakes Tourism Alliance.

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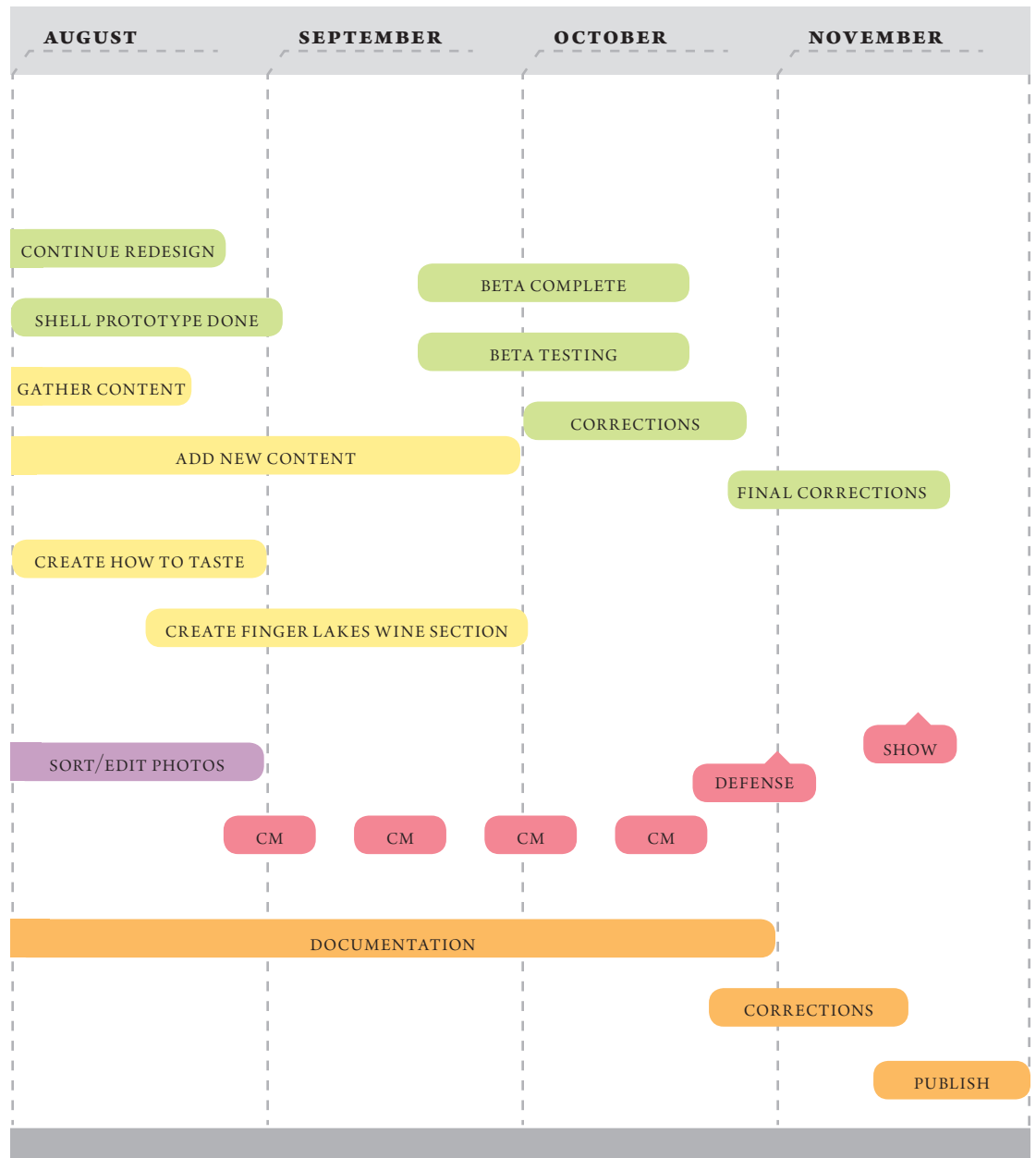
TIMELINE



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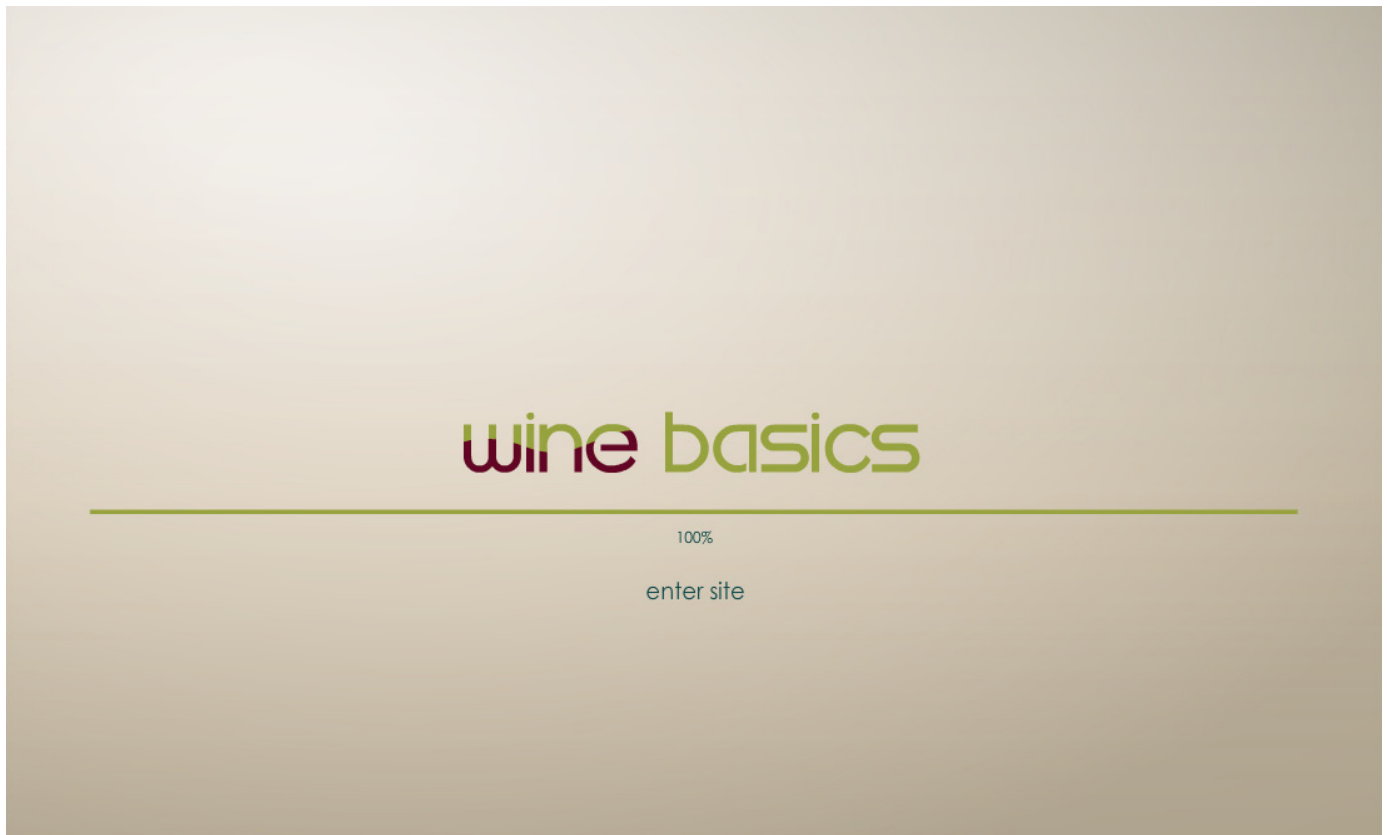
CM = COMMITTEE MEETING

CODING EXAMPLES

This section contains the major code for my website. Coding was one of the biggest challenges for me. About 80 percent of my problem solving time was dedicated to the functionality of the code.

■ = Code

■ = Notes



LOADER/ENTER SITE

Page that shows upon the sites launch. Simple progress bar shows how much of the site has loaded. After loading a button appears for the user to enter the site whenever they are ready.

```
1 stop();
2 import com.greensock.*;
3 import flash.events.MouseEvent;
4 import flash.events.ProgressEvent;
5
6 bigLoader_mc.enterSite_btn.alpha=0;
7 bigLoader_mc.enterSite_btn.visible=false;
8
9 this.addEventListener(Event.ENTER_FRAME, loading);
10
11 function loading(e:Event):void{
12     var total:Number = this.stage.loaderInfo.bytesTotal;
13     var loaded:Number = this.stage.loaderInfo.
14         bytesLoaded;
15     var percentage:int = (loaded/total) * 100;
16     //trace(percentage);
```



```
17         bigLoader_mc.preloader.scaleX = loaded/total;
18         bigLoader_mc.num_txt.text = percentage+"%";
19
20         if (total == loaded){
21             this.removeEventListener(Event.ENTER_FRAME,
22                 loading);
23
24             bigLoader_mc.enterSite_btn.
25                 addEventListener(MouseEvent.CLICK, gotoSite);
26
27             bigLoader_mc.enterSite_btn.visible=true;
28
29             TweenLite.to(bigLoader_mc.enterSite_btn,
30                 1,{alpha:1});
31         }
32     }
33
34     function gotoSite(e:MouseEvent):void{
35         gotoAndStop(2);
36     }
```



OPENING SCREEN/SHELL FOR SITE

Page opens after "Enter Site" button is pressed. Shell consists of logo, menu buttons, and drop down menus. Each button on the menu loads the corresponding section into the main empty movieclip. Each section is a separate .SWF file.

```

1 //import statements
2 import flash.display.Loader;
3 import flash.net.URLRequest;
4 import flash.events.ProgressEvent;
5 import flash.events.Event;
6 import flash.events.MouseEvent;
7 import com.greensock.*;
8 import flash.display.Sprite;
9 import flash.utils.Timer;
10 import flash.sampler.Sample;
11 import flash.net.URLLoader;
12 import flash.events.TimerEvent;
13 import fl.transitions.Tween;
14 import fl.transitions.easing.*;
15 import fl.transitions.TweenEvent;
16 import flash.text.TextField;

```

```
17  //-----
18  //IMAGE LOADERS
19  // loads menu mc and wine features
20  //-----
21
22  TweenLite.to(bigLoader_mc, 1,{alpha:0,
23              onComplete:makeFalse});
24  function makeFalse():void{
25      bigLoader_mc.visible=false;
26  }
27
28  // define new loader object and URL request
29  var myLoader:Loader = new Loader();
30  var myFile:URLRequest = new URLRequest("assets/swf/
31  homePage.swf");
32  myLoader.load(myFile);
33  contentArea.alpha=0;
34  // load external SWF content;
35  myLoader.contentLoaderInfo.addEventListener(Event.
36  COMPLETE, loadImage);
37  function loadImage(event:Event):void{
38      contentArea.addChild(myLoader);
39      TweenLite.to(contentArea, .6,{alpha:1});
40  }
41  // create function that loads in external content
42  function whatToLoad1(filePath){
43      // identify which file
44      myFile = new URLRequest(filePath);
45      TweenLite.to(contentArea, .6,{alpha:0,
46      onComplete:motionFinished});
47  }
48  function motionFinished():void
49  {
50      // clear any existing image
51      contentArea.removeChild(myLoader);
52      // load in new image;
53      myLoader.load(myFile);
54      myLoader.contentLoaderInfo.addEventListener(Event.
55      COMPLETE, loadImage);
56  }
57  homeDot.visible = true;
58  termBtn_mc.visible = false;
59  stemBtn_mc.visible = false;
60  tasteBtn_mc.visible = false;
61  lakeBtn_mc.visible = false;
62
63  homeDot.alpha = 0;
```

```
64 termBtn_mc.alpha = 0;
65 stemBtn_mc.alpha = 0;
66 tasteBtn_mc.alpha = 0;
67 lakeBtn_mc.alpha = 0;
68
69 TweenLite.to(homeDot, .6,{alpha:1});
70
71 //-----
72 //MAIN MENU
73 //-----
74 //Main menu button Listeners
75 //Logo
76 myMenu.logo_btn.addEventListener(MouseEvent.CLICK,
    loadHomeC);
77 //Home;
78 myMenu.home_btn.addEventListener(MouseEvent.CLICK,
    loadHomeC);
79 //Terminology;
80 myMenu.terms_btn.addEventListener(MouseEvent.CLICK,
    loadTerms);
81 //Stemware;
82 myMenu.stem_btn.addEventListener(MouseEvent.CLICK,
    loadStem);
83 //Tasting;
84 myMenu.tasting_btn.addEventListener(MouseEvent.CLICK,
    loadTaste);
85 //FingerLakes;
86 myMenu.fingerLakes_btn.addEventListener(MouseEvent.CLICK,
    loadLakes );
87
88 //Main menu button Handlers;
89 //Home
90 function loadHomeC(e:MouseEvent):void
91 {
92     whatToLoad1("assets/swf/homePage.swf");
93     homeDot.visible = true;
94     TweenLite.to(homeDot, .6,{delay:.6, alpha:1,
        onComplete:homeFalse});
95     TweenLite.to(termBtn_mc, .6,{alpha:0});
96     TweenLite.to(stemBtn_mc, .6,{alpha:0});
97     TweenLite.to(tasteBtn_mc, .6,{alpha:0});
98     TweenLite.to(lakeBtn_mc, .6,{alpha:0});
99 }
100
101 function homeFalse():void{
102     termBtn_mc.visible = false;
103     stemBtn_mc.visible = false;
104     tasteBtn_mc.visible = false;
105     lakeBtn_mc.visible = false;
106 }
107
```

```
108 //Terminology
109 function loadTerms(e:MouseEvent):void
110 {
111     whatToLoad1("assets/swf/termPage1.swf");
112     TweenLite.to(homeDot, .6,{alpha:0});
113     TweenLite.to(termBtn_mc, .6,{delay:.6, alpha:1,
114         onComplete:termsFalse});
114     TweenLite.to(stemBtn_mc, .6,{alpha:0});
115     TweenLite.to(tasteBtn_mc, .6,{alpha:0});
116     TweenLite.to(lakeBtn_mc, .6,{alpha:0});
117     termBtn_mc.visible = true;
118 }
119
120 function termsFalse():void{
121     homeDot.visible = false;
122     stemBtn_mc.visible = false;
123     tasteBtn_mc.visible = false;
124     lakeBtn_mc.visible = false;
125 }
126
127 //Stemware
128 function loadStem(e:MouseEvent):void
129 {
130     whatToLoad1("assets/swf/stemPage.swf");
131     TweenLite.to(homeDot, .6,{alpha:0});
132     TweenLite.to(termBtn_mc, .6,{alpha:0});
133     TweenLite.to(stemBtn_mc, .6,{delay:.6, alpha:1,
134         onComplete:stemFalse});
134     TweenLite.to(tasteBtn_mc, .6,{alpha:0});
135     TweenLite.to(lakeBtn_mc, .6,{alpha:0});
136     stemBtn_mc.visible = true;
137 }
138 function stemFalse():void{
139     homeDot.visible = false;
140     termBtn_mc.visible = false;
141     tasteBtn_mc.visible = false;
142     lakeBtn_mc.visible = false;
143 }
144
145 //Tasting
146 function loadTaste(e:MouseEvent):void
147 {
148     whatToLoad1("assets/swf/tastePage2.swf");
149     TweenLite.to(homeDot, .6,{alpha:0});
150     TweenLite.to(termBtn_mc, .6,{alpha:0});
151     TweenLite.to(stemBtn_mc, .6,{alpha:0});
152     TweenLite.to(tasteBtn_mc, .6,{delay:.6, alpha:1,
153         onComplete:tasteFalse});
153     TweenLite.to(lakeBtn_mc, .6,{alpha:0});
154     tasteBtn_mc.visible = true;
155 }
```

```
156 function tasteFalse():void{
157     homeDot.visible = false;
158     termBtn_mc.visible = false;
159     stemBtn_mc.visible = false;
160     lakeBtn_mc.visible = false;
161 }
162
163 //FingerLakes
164 function loadLakes(e:MouseEvent):void{
165     whatToLoad1("assets/swf/lakesPage.swf");
166     TweenLite.to(homeDot, .6,{alpha:0});
167     TweenLite.to(termBtn_mc, .6,{alpha:0});
168     TweenLite.to(stemBtn_mc, .6,{alpha:0});
169     TweenLite.to(tasteBtn_mc, .6,{alpha:0});
170     TweenLite.to(lakeBtn_mc, .6,{delay:.6, alpha:1,
171         onComplete:lakeFalse});
172     lakeBtn_mc.visible = true;
173 }
174 function lakeFalse():void{
175     homeDot.visible = false;
176     termBtn_mc.visible = false;
177     stemBtn_mc.visible = false;
178     tasteBtn_mc.visible = false;
179 }
180 //-----
181 //DROP DOWN MENUS
182 //-----
183
184 //DropDown Menu Starting points
185 //Terminology
186 myMenu.termDrop.x = 541;
187 myMenu.termDrop.y = -32;
188
189 //Stemware
190 myMenu.stemDrop.x = 674;
191 myMenu.stemDrop.y = -17;
192
193 //Tasting
194 myMenu.tasteDrop.x = 798;
195 myMenu.tasteDrop.y = -17;
196
197 //FingerLakes
198 myMenu.lakeDrop.x = 902;
199 myMenu.lakeDrop.y = -17;
200
201 //Menu Button Listeners
202 //Home
203 myMenu.home_btn.addEventListener(MouseEvent.ROLL_OVER,
    defalutUp);
```

```
204
205 //Terminology;
206 myMenu.terms_btn.addEventListener(MouseEvent.ROLL_OVER,
    termsDown);
207 myMenu.termDrop.addEventListener(MouseEvent.ROLL_OUT,
    termsUp);
208
209 //Stemware;
210 myMenu.stem_btn.addEventListener(MouseEvent.ROLL_OVER,
    stemDown);
211 myMenu.stemDrop.addEventListener(MouseEvent.ROLL_OUT,
    stemUp);
212
213 //Tasting;
214 myMenu.tasting_btn.addEventListener(MouseEvent.ROLL_
    OVER, tasteDown);
215 myMenu.tasteDrop.addEventListener(MouseEvent.ROLL_OUT,
    tasteUp);
216
217 //Finger Lakes;
218 myMenu.fingerLakes_btn.addEventListener(MouseEvent.ROLL_
    OVER, lakeDown);
219 myMenu.lakeDrop.addEventListener(MouseEvent.ROLL_OUT,
    lakeUp);
220
221 //- - - - -
222
223 // Menu Button Handlers
224 //Terminology
225
226 function termsDown(e:MouseEvent):void{
227     defalutUpA();
228     TweenLite.to(myMenu.termDrop, 1, {y:58,
        onComplete:termsUpDelay});
229 }
230
231 function termsUp(e:MouseEvent):void{
232     TweenLite.to(myMenu.termDrop, 1, {y:-48});
233 }
234
235 function termsUpDelay():void{
236     TweenLite.to(myMenu.termDrop, 1, {delay:8, y:-48});
237 }
238
239 //Stemware;
240 function stemDown(e:MouseEvent):void{
241     defalutUpB();
242     TweenLite.to(myMenu.stemDrop, 1, {y:58,
        onComplete:stemUpDelay});
243 }
244
```

```
245 function stemUp(e:MouseEvent):void{
246     TweenLite.to(myMenu.stemDrop, 1, {y:-17});
247 }
248
249 function stemUpDelay():void{
250     TweenLite.to(myMenu.stemDrop, 1, {delay:8, y:-17});
251 }
252
253 //Tasting;
254 function tasteDown(e:MouseEvent):void{
255     defalutUpC();
256     TweenLite.to(myMenu.tasteDrop, 1, {y:78,
257         onComplete:tasteUpDelay});
258 }
259 function tasteUp(e:MouseEvent):void{
260     TweenLite.to(myMenu.tasteDrop, 1, {y:-17});
261 }
262
263 function tasteUpDelay():void{
264     TweenLite.to(myMenu.tasteDrop, 1, {delay:8, y:-17});
265 }
266
267 //FingerLakes;
268 function lakeDown(e:MouseEvent):void{
269     defalutUpD();
270     TweenLite.to(myMenu.lakeDrop, 1, {y:87,
271         onComplete:lakeUpDelay});
272 }
273 function lakeUp(e:MouseEvent):void{
274     TweenLite.to(myMenu.lakeDrop, 1, {y:-17});
275 }
276
277 function lakeUpDelay():void{
278     TweenLite.to(myMenu.lakeDrop, 1, {delay:8, y:-17});
279 }
280
281 //ROLL_OVER Home BTN makes all Drop Down come UP;
282 function defalutUp(e:MouseEvent):void{
283     TweenLite.to(myMenu.termDrop, 1, {y:-48});
284     TweenLite.to(myMenu.stemDrop, 1, {y:-17});
285     TweenLite.to(myMenu.tasteDrop, 1, {y:-17});
286     TweenLite.to(myMenu.lakeDrop, 1, {y:-17});
287 }
288
289 //Make only one Drop Down show at a time;
290 function defalutUpA():void{
291     if (myMenu.termDrop.y <= 58){
292         TweenLite.to(myMenu.stemDrop, 1, {y:-17});
```



```
293         TweenLite.to(myMenu.tasteDrop, 1, {y:-17});
294         TweenLite.to(myMenu.lakeDrop, 1, {y:-17});
295     }
296 }
297
298 function defalutUpB():void{
299     if (myMenu.stemDrop.y <= 58){
300         TweenLite.to(myMenu.termDrop, 1, {y:-48});
301         TweenLite.to(myMenu.tasteDrop, 1, {y:-17});
302         TweenLite.to(myMenu.lakeDrop, 1, {y:-17});
303     }
304 }
305
306 function defalutUpC():void{
307     if (myMenu.tasteDrop.y <= 78){
308         TweenLite.to(myMenu.termDrop, 1, {y:-48});
309         TweenLite.to(myMenu.stemDrop, 1, {y:-17});
310         TweenLite.to(myMenu.lakeDrop, 1, {y:-17});
311     }
312 }
313
314 function defalutUpD():void{
315     if (myMenu.lakeDrop.y <= 87){
316         TweenLite.to(myMenu.termDrop, 1, {y:-48});
317         TweenLite.to(myMenu.stemDrop, 1, {y:-17});
318         TweenLite.to(myMenu.tasteDrop, 1, {y:-17});
319     }
320 }
321
322 //DropDown menu button Listeners
323 //Terminology
324 myMenu.termDrop.path1.termIntro_btn.
325     addEventListener(MouseEvent.CLICK, loadTerms);
326 myMenu.termDrop.path1.termTasting_btn.
327     addEventListener(MouseEvent.CLICK, termTasting);
328 myMenu.termDrop.path1.termGeneral_btn.
329     addEventListener(MouseEvent.CLICK, termGeneral);
330
331 termBtn_mc.termTaste_btn.addEventListener(MouseEvent.
332     CLICK, termTasting);
333 termBtn_mc.termGen_btn.addEventListener(MouseEvent.
334     CLICK, termGeneral);
335
336 //Stemware;
337 myMenu.stemDrop.stemIntro_btn.
338     addEventListener(MouseEvent.CLICK, loadStem);
339 myMenu.stemDrop.stemAnatomy_btn.
340     addEventListener(MouseEvent.CLICK, stemAnatomy);
341 myMenu.stemDrop.stemGlass_btn.
342     addEventListener(MouseEvent.CLICK, stemGlass);
```

```
335 myMenu.stemDrop.stemHold_btn.  
    addEventListener(MouseEvent.CLICK, stemHold);  
336  
337 stemBtn_mc.stemAnatomy_btn.addEventListener(MouseEvent.  
    CLICK, stemAnatomy);  
338 stemBtn_mc.stemCarousel_btn.addEventListener(MouseEvent.  
    CLICK, stemGlass);  
339 stemBtn_mc.stemHolding_btn.addEventListener(MouseEvent.  
    CLICK, stemHold);  
340  
341 //Tasting;  
342 myMenu.tasteDrop.tasteIntro_btn.  
    addEventListener(MouseEvent.CLICK, loadTaste);  
343 myMenu.tasteDrop.tasteEtiq_btn.  
    addEventListener(MouseEvent.  
344     CLICK, tasteEtiq);  
    myMenu.tasteDrop.tasteHow_btn.  
345     addEventListener(MouseEvent.CLICK, tasteHow);  
346  
347 tasteBtn_mc.tasteEti_btn.addEventListener(MouseEvent.CLICK,  
    tasteEtiq);  
348 tasteBtn_mc.tasteHow_btn.addEventListener(MouseEvent.  
    CLICK, tasteHow);  
349  
350 //FingerLakes;  
351 myMenu.lakeDrop.lakeAbout_btn.  
    addEventListener(MouseEvent.CLICK, loadLakes);  
352 myMenu.lakeDrop.lakeExplore_btn.  
    addEventListener(MouseEvent.CLICK, lakeExplore);  
353 myMenu.lakeDrop.lakeTips_btn.addEventListener(MouseEvent.  
    CLICK, lakeTips);  
354 myMenu.lakeDrop.lakeEvents_btn.  
    addEventListener(MouseEvent.CLICK, lakeEvents);  
355  
356 lakeBtn_mc.lakeExplore_btn.addEventListener(MouseEvent.  
    CLICK, lakeExplore);  
357 lakeBtn_mc.lakeTips_btn.addEventListener(MouseEvent.CLICK,  
    lakeTips);  
358 lakeBtn_mc.lakeEvents_btn.addEventListener(MouseEvent.  
    CLICK, lakeEvents);  
359  
360 //DropDown menu button Handlers;  
361 //Terminology  
362 function termTasting(e:MouseEvent):void{  
363     whatToLoad1("termPage2.swf");  
364     TweenLite.to(homeDot, .6,{alpha:0});  
365     TweenLite.to(termBtn_mc, .6,{delay:.6, alpha:1,  
        onComplete:termsFalse});  
366     TweenLite.to(stemBtn_mc, .6,{alpha:0});  
367     TweenLite.to(tasteBtn_mc, .6,{alpha:0});  
368     TweenLite.to(lakeBtn_mc, .6,{alpha:0});
```

```
369         termBtn_mc.visible = true;
370     }
371
372     function termGeneral(e:MouseEvent):void{
373         whatToLoad1("termPage3.swf");
374         TweenLite.to(homeDot, .6,{alpha:0});
375         TweenLite.to(termBtn_mc, .6,{delay:.6, alpha:1,
376             onComplete:termsFalse});
377         TweenLite.to(stemBtn_mc, .6,{alpha:0});
378         TweenLite.to(tasteBtn_mc, .6,{alpha:0});
379         TweenLite.to(lakeBtn_mc, .6,{alpha:0});
380         termBtn_mc.visible = true;
381     }
382     //Stemware
383     function stemAnatomy(e:MouseEvent):void{
384         whatToLoad1("anatomy.swf");
385         TweenLite.to(homeDot, .6,{alpha:0});
386         TweenLite.to(termBtn_mc, .6,{alpha:0});
387         TweenLite.to(stemBtn_mc, .6,{delay:.6, alpha:1,
388             onComplete:stemFalse});
389         TweenLite.to(tasteBtn_mc, .6,{alpha:0});
390         TweenLite.to(lakeBtn_mc, .6,{alpha:0});
391         stemBtn_mc.visible = true;
392     }
393     function stemGlass(e:MouseEvent):void{
394         whatToLoad1("testContain.swf");
395         TweenLite.to(homeDot, .6,{alpha:0});
396         TweenLite.to(termBtn_mc, .6,{alpha:0});
397         TweenLite.to(stemBtn_mc, .6,{delay:.6, alpha:1,
398             onComplete:stemFalse});
399         TweenLite.to(tasteBtn_mc, .6,{alpha:0});
400         TweenLite.to(lakeBtn_mc, .6,{alpha:0});
401         stemBtn_mc.visible = true;
402     }
403     function stemHold(e:MouseEvent):void{
404         whatToLoad1("holding.swf");
405         TweenLite.to(homeDot, .6,{alpha:0});
406         TweenLite.to(termBtn_mc, .6,{alpha:0});
407         TweenLite.to(stemBtn_mc, .6,{delay:.6, alpha:1,
408             onComplete:stemFalse});
409         TweenLite.to(tasteBtn_mc, .6,{alpha:0});
410         TweenLite.to(lakeBtn_mc, .6,{alpha:0});
411         stemBtn_mc.visible = true;
412     }
413     //Tasting
414     function tasteEtiq(e:MouseEvent):void{
415         whatToLoad1("etiq.swf");
416         TweenLite.to(homeDot, .6,{alpha:0});
```

```
416 TweenLite.to(termBtn_mc, .6,{alpha:0});
417 TweenLite.to(stemBtn_mc, .6,{alpha:0});
418 TweenLite.to(tasteBtn_mc, .6,{delay:.6, alpha:1,
    onComplete:tasteFalse});
419 TweenLite.to(lakeBtn_mc, .6,{alpha:0});
420 tasteBtn_mc.visible = true;
421 }
422
423 function tasteHow(e:MouseEvent):void{
424     whatToLoad1("tastingHowTo3.swf");
425     TweenLite.to(homeDot, .6,{alpha:0});
426     TweenLite.to(termBtn_mc, .6,{alpha:0});
427     TweenLite.to(stemBtn_mc, .6,{alpha:0});
428     TweenLite.to(tasteBtn_mc, .6,{delay:.6, alpha:1,
    onComplete:tasteFalse});
429     TweenLite.to(lakeBtn_mc, .6,{alpha:0});
430     tasteBtn_mc.visible = true;
431 }
432
433 //FingerLakes
434 function lakeExplore(e:MouseEvent):void{
435     whatToLoad1("lakeMaps.swf");
436     TweenLite.to(homeDot, .6,{alpha:0});
437     TweenLite.to(termBtn_mc, .6,{alpha:0});
438     TweenLite.to(stemBtn_mc, .6,{alpha:0});
439     TweenLite.to(tasteBtn_mc, .6,{alpha:0});
440     TweenLite.to(lakeBtn_mc, .6,{delay:.6, alpha:1,
    onComplete:lakeFalse});
441     lakeBtn_mc.visible = true;
442 }
443
444 function lakeTips(e:MouseEvent):void{
445     whatToLoad1("tips.swf");
446     TweenLite.to(homeDot, .6,{alpha:0});
447     TweenLite.to(termBtn_mc, .6,{alpha:0});
448     TweenLite.to(stemBtn_mc, .6,{alpha:0});
449     TweenLite.to(tasteBtn_mc, .6,{alpha:0});
450     TweenLite.to(lakeBtn_mc, .6,{delay:.6, alpha:1,
    onComplete:lakeFalse});
451     lakeBtn_mc.visible = true;
452 }
453
454 function lakeEvents(e:MouseEvent):void{
455     whatToLoad1("events.swf");
456     TweenLite.to(homeDot, .6,{alpha:0});
457     TweenLite.to(termBtn_mc, .6,{alpha:0});
458     TweenLite.to(stemBtn_mc, .6,{alpha:0});
459     TweenLite.to(tasteBtn_mc, .6,{alpha:0});
460     TweenLite.to(lakeBtn_mc, .6,{delay:.6, alpha:1,
    onComplete:lakeFalse});
461     lakeBtn_mc.visible = true;
```

```
462 }
463
464 //-----
465 //WINE FEATURE
466 // containing:bottle_mc
467 //featuredTab
468 //-----
469
470 var myLoader2:Loader = new Loader();
471 var myLoader3:Loader = new Loader();
472 var myLoader4:Loader = new Loader();
473 var myFile2:URLRequest = new URLRequest("riesling.swf");
474 var myFile3:URLRequest = new URLRequest("schooner.swf");
475 var myFile4:URLRequest = new URLRequest("zeppelin.swf");
476 myLoader2.load(myFile2);
477 myLoader3.load(myFile3);
478 myLoader4.load(myFile4);
479
480 featHolder_mc.alpha=0;
481 featHolder2_mc.alpha=0;
482 featHolder3_mc.alpha=0;
483
484 loadRiesling();
485
486 function loadRiesling():void{
487     featHolder_mc.addChild(myLoader2);
488     TweenLite.to(featHolder3_mc, 1.5,{alpha:0,
489         onComplete:false1});
489     TweenLite.to(featHolder_mc, 1.5,{alpha:1});
490     TweenLite.delayedCall(30, loadSchooner);
491     featHolder_mc.visible=true;
492 }
493
494 function false1():void{
495     featHolder3_mc.visible=false;
496 }
497
498 function loadSchooner():void{
499     featHolder2_mc.addChild(myLoader3);
500     TweenLite.to(featHolder_mc, 1.5,{alpha:0,
501         onComplete:false2});
501     TweenLite.to(featHolder2_mc, 1.5,{alpha:1});
502     TweenLite.delayedCall(30, loadZeppelin);
503     featHolder2_mc.visible=true;
504 }
505
506 function false2():void{
507     featHolder_mc.visible=false;
508 }
509
```

```
510 function loadZeppelin():void{
511     featHolder3_mc.addChild(myLoader4);
512     TweenLite.to(featHolder2_mc, 1.5,{alpha:0,
        onComplete:false3});
513     TweenLite.to(featHolder3_mc, 1.5,{alpha:1});
514     TweenLite.delayedCall(30, loadRiesling);
515     featHolder3_mc.visible=true;
516 }
517
518 function false3():void{
519     featHolder2_mc.visible=false;
520 }
521
522 //-----
523 //END OF CODE
524 //-----
```

wine basics • home | terminology | stemware | tasting | finger lakes

AN ONLINE GUIDE TO WINE TASTING & THE SENECA LAKE WINE TRAIL

Welcome to Wine Basics

Are you someone who is interested in wine but has no idea where to start? Do you want to go on a wine tour, but have never been on one before? Then Wine Basics is the right place for you. This guide was made with the novice wine taster in mind.

Wine Basics is an online guide to wine tasting and the Seneca Lake Wine Trail in New York. Here you can learn different terminology used in the industry, how to pair a wine with the right glass, proper tasting etiquette, how to taste a wine and explore the Seneca Lake Wine Trail's 51 wineries.

Riesling 2008
Ventosa Vineyards

Zesty and hip, Finger Lakes Riesling always excites through its melding of pineapple, mango and apricot. Pulpier yet mineral, with hints of tart apples and honey.

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WINE FEATURE (LOWER LEFT SCREEN)

The Wine feature is an updateable feature that shows three different wines from wineries in the area. This feature allows the user to learn more about a specific wine. The bottles can change monthly/weekly depending on preference. Gives something new for the user to look at upon each visit

```

1 //import statement: TweenLite
2 import com.greensock.*;
3
4 //set x and y values of tab
5 tab_mc.x=-181;
6 tab_mc.y=585;
7
8 tab_mc.feasOut_btn.visible = true;
9 tab_mc.feasIn_btn.visible = false;
10
11 tab_mc.feasOut_btn.addEventListener(MouseEvent.CLICK,
    tabOut);
12 tab_mc.feasIn_btn.addEventListener(MouseEvent.CLICK, tabIn);
13

```

```
14 //Tween tab out on CLICK
15 function tabOut(e:MouseEvent):void{
16     TweenLite.to(tab_mc, 1, {x:140});
17     tab_mc.featIn_btn.visible = true;
18     tab_mc.featOut_btn.visible = false;
19     //Call tweenIn after 12 seconds to tween tab in.
20     TweenLite.delayedCall(12, tweenIn);
21 }
22
23 //Tween tab in on CLICK
24 function tabIn(e:MouseEvent):void{
25     TweenLite.to(tab_mc, 1, {x:-180});
26     tab_mc.featOut_btn.visible = true;
27     tab_mc.featIn_btn.visible = false;
28 }
29
30 //Tween tab in after a 12 second pause
31 function tweenIn():void{
32     TweenLite.to(tab_mc, 1, {x:-180});
33     tab_mc.featOut_btn.visible = true;
34     tab_mc.featIn_btn.visible = false;
35 }
```




The screenshot shows the 'wine basics' website. On the left is a bottle of HAZLITT Schooner Red wine. The main content area is titled 'wine basics' and includes a navigation menu with 'home', 'terminology', 'stemware', 'tasting', and 'finger lakes'. Below the navigation, there are two tabs: 'tasting terms' (selected) and 'general terms'. A letter index 'A B C D E F G H I J L M N O P R S T V' is displayed. The 'tasting terms' section lists several terms with their definitions:

- Backbone** Used to denote those wines that are full-bodied, well-structured and balanced by a desirable level of acidity.
- Bead** A tasting term used to describe the chain of tiny bubbles found in champagnes and sparkling wines formed by the presence of carbon dioxide.
- Bite** A marked degree of acidity or tannin. An acid grip in the finish should be more like a zestful tang and is tolerable only in a rich, full-bodied wine.
- Body** The overall texture or weight of wine in the mouth commonly expressed as full-bodied, medium-bodied or medium-weight, or light-bodied.
- Bright** Used for fresh, ripe, zesty, lively young wines with vivid, focused flavors.
- Buttery** Indicates the smell of melted butter or toasty oak.

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TERMINOLOGY – TASTING

The terminology section is for the user to learn different kinds of terms used in the industry. It is broken up into two sections. Tasting Terms and General Terms. Tasting Terms consist of words used during a wine tasting. The General Terms consist of kinds of wine, wine glasses and other terms not pertaining to a wine tasting. I wanted to cover a wide range of terms that expressed the lighthearted side of wine.

```

1 //import statements
2 import flash.events.MouseEvent;
3 import com.greensock.*;
4
5 terms1_mc.alpha = 0;
6
7 terms1_mc.visible = true;
8 TweenLite.to(terms1_mc, 1, {delay:.2, alpha:1});
9
10 terms1_mc.tastingTerms_mc.x = 0;
11 terms1_mc.tastingTerms_mc.y = 73;
12
13 terms1_mc.tastingTerms_mc.alpha = 0;

```

```
14
15 termLetterBar.x=2;
16 termLetterBar.y=118;
17
18 TweenLite.to(terms1_mc.tastingTerms_mc, 1, {delay:.2, alpha:1});
19
20 //Mouse event listeners
21 terms1_mc.aPress.addEventListener(MouseEvent.CLICK, gotoA);
22 terms1_mc.bPress.addEventListener(MouseEvent.CLICK, gotoB);
23 terms1_mc.cPress.addEventListener(MouseEvent.CLICK, gotoC);
24 terms1_mc.dPress.addEventListener(MouseEvent.CLICK, gotoD);
25 terms1_mc.ePress.addEventListener(MouseEvent.CLICK, gotoE);
26 terms1_mc.fPress.addEventListener(MouseEvent.CLICK, gotoF);
27 terms1_mc.gPress.addEventListener(MouseEvent.CLICK, gotoG);
28 terms1_mc.hPress.addEventListener(MouseEvent.CLICK, gotoH);
29 terms1_mc.iPress.addEventListener(MouseEvent.CLICK, gotoI);
30 terms1_mc.jPress.addEventListener(MouseEvent.CLICK, gotoJ);
31 terms1_mc.lPress.addEventListener(MouseEvent.CLICK, gotoL);
32 terms1_mc.mPress.addEventListener(MouseEvent.CLICK, gotoM);
33 terms1_mc.nPress.addEventListener(MouseEvent.CLICK, gotoN);
34 terms1_mc.oPress.addEventListener(MouseEvent.CLICK, gotoO);
35 terms1_mc.pPress.addEventListener(MouseEvent.CLICK, gotoP);
36 terms1_mc.rPress.addEventListener(MouseEvent.CLICK, gotoR);
37 terms1_mc.sPress.addEventListener(MouseEvent.CLICK, gotoS);
38 terms1_mc.tPress.addEventListener(MouseEvent.CLICK, gotoT);
39 terms1_mc.vPress.addEventListener(MouseEvent.CLICK, gotoV);
40
41 // Fade in and out the MC containing the
42 // terms between each click
43 function fadeThisOut():void{
44     TweenLite.to(terms1_mc.tastingTerms_mc, 1, {alpha:0});
45 }
46
47 function fadeIn():void{
48     TweenLite.to(terms1_mc.tastingTerms_mc, 1, {alpha:1});
49 }
50
51 //Event handlers/functions for each letter
52 // goto"letter" fades out MC
53 //change"letter" moves mc then fades MC in
54 function gotoA(e:MouseEvent):void{
55     fadeThisOut();
56     TweenLite.delayedCall(1, changeA);
57     TweenLite.to(termLetterBar, .5, {delay:.5, x:2});
58 }
59
60 function changeA():void{
61     terms1_mc.tastingTerms_mc.x = 0;
62     terms1_mc.tastingTerms_mc.y = 73;
63     fadeIn();
64 }
```

```
65
66 function gotoB(e:MouseEvent):void{
67     fadeThisOut();
68     TweenLite.delayedCall(1, changeB);
69     TweenLite.to(termLetterBar, .5, {delay:.5, x:35});
70 }
71
72 function changeB():void{
73     terms1_mc.tastingTerms_mc.x = -776;
74     terms1_mc.tastingTerms_mc.y = 73;
75     fadeIn();
76 }
77
78 function gotoC(e:MouseEvent):void{
79     fadeThisOut();
80     TweenLite.delayedCall(1, changeC);
81     TweenLite.to(termLetterBar, .5, {delay:.5, x:71});
82 }
83
84 function changeC():void{
85     terms1_mc.tastingTerms_mc.x = -1539;
86     terms1_mc.tastingTerms_mc.y = 73;
87     fadeIn();
88 }
89
90 function gotoD(e:MouseEvent):void{
91     fadeThisOut();
92     TweenLite.delayedCall(1, changeD);
93     TweenLite.to(termLetterBar, .5, {delay:.5, x:105});
94 }
95
96 function changeD():void{
97     terms1_mc.tastingTerms_mc.x = -2379;
98     terms1_mc.tastingTerms_mc.y = 73;
99     fadeIn();
100 }
101
102 function gotoE(e:MouseEvent):void{
103     fadeThisOut();
104     TweenLite.delayedCall(1, changeE);
105     TweenLite.to(termLetterBar, .5, {delay:.5, x:137});
106 }
107 function changeE():void{
108     terms1_mc.tastingTerms_mc.x = -3189;
109     terms1_mc.tastingTerms_mc.y = 73;
110     fadeIn();
111 }
112
113 function gotoF(e:MouseEvent):void{
114     fadeThisOut();
115     TweenLite.delayedCall(1, changeF);
```

```
116     TweenLite.to(termLetterBar, .5, {delay:.5, x:173});
117 }
118
119 function changeF():void{
120     terms1_mc.tastingTerms_mc.x = 0;
121     terms1_mc.tastingTerms_mc.y = -439;
122     fadeIn();
123 }
124
125 function gotoG(e:MouseEvent):void{
126     fadeThisOut();
127     TweenLite.delayedCall(1, changeG);
128     TweenLite.to(termLetterBar, .5, {delay:.5, x:205});
129 }
130
131 function changeG():void{
132     terms1_mc.tastingTerms_mc.x = -776;
133     terms1_mc.tastingTerms_mc.y = -439;
134     fadeIn();
135 }
136
137 function gotoH(e:MouseEvent):void{
138     fadeThisOut();
139     TweenLite.delayedCall(1, changeH);
140     TweenLite.to(termLetterBar, .5, {delay:.5, x:237});
141 }
142
143 function changeH():void{
144     terms1_mc.tastingTerms_mc.x = -1539;
145     terms1_mc.tastingTerms_mc.y = -439;
146     fadeIn();
147 }
148
149 function gotoI(e:MouseEvent):void{
150     fadeThisOut();
151     TweenLite.delayedCall(1, changeI);
152     TweenLite.to(termLetterBar, .5, {delay:.5, x:268});
153 }
154
155 function changeI():void{
156     terms1_mc.tastingTerms_mc.x = -2379;
157     terms1_mc.tastingTerms_mc.y = -439;
158     fadeIn();
159 }
160
161 function gotoJ(e:MouseEvent):void{
162     fadeThisOut();
163     TweenLite.delayedCall(1, changeJ);
164     TweenLite.to(termLetterBar, .5, {delay:.5, x:297});
165 }
166
```

```
167 function changeJ():void{
168     terms1_mc.tastingTerms_mc.x = -3189;
169     terms1_mc.tastingTerms_mc.y = -439;
170     fadeIn();
171 }
172
173 function gotoL(e:MouseEvent):void{
174     fadeThisOut();
175     TweenLite.delayedCall(1, changeL);
176     TweenLite.to(termLetterBar, .5, {delay:.5, x:326});
177 }
178
179 function changeL():void{
180     terms1_mc.tastingTerms_mc.x = -0;
181     terms1_mc.tastingTerms_mc.y = -932;
182     fadeIn();
183 }
184
185 function gotoM(e:MouseEvent):void{
186     fadeThisOut();
187     TweenLite.delayedCall(1, changeM);
188     TweenLite.to(termLetterBar, .5, {delay:.5, x:356});
189 }
190
191 function changeM():void{
192     terms1_mc.tastingTerms_mc.x = -776;
193     terms1_mc.tastingTerms_mc.y = -932;
194     fadeIn();
195 }
196
197 function gotoN(e:MouseEvent):void{
198     fadeThisOut();
199     TweenLite.delayedCall(1, changeN);
200     TweenLite.to(termLetterBar, .5, {delay:.5, x:393});
201 }
202
203 function changeN():void{
204     terms1_mc.tastingTerms_mc.x = -1539;
205     terms1_mc.tastingTerms_mc.y = -932;
206     fadeIn();
207 }
208
209 function gotoO(e:MouseEvent):void{
210     fadeThisOut();
211     TweenLite.delayedCall(1, changeO);
212     TweenLite.to(termLetterBar, .5, {delay:.5, x:428});
213 }
214
215 function changeO():void{
216     terms1_mc.tastingTerms_mc.x = -2379;
217     terms1_mc.tastingTerms_mc.y = -932;
```

```
218         fadeIn();
219     }
220
221     function gotoP(e:MouseEvent):void{
222         fadeThisOut();
223         TweenLite.delayedCall(1, changeP);
224         TweenLite.to(termLetterBar, .5, {delay:.5, x:462});
225     }
226
227     function changeP():void{
228         terms1_mc.tastingTerms_mc.x = -3189;
229         terms1_mc.tastingTerms_mc.y = -932;
230         fadeIn();
231     }
232
233     function gotoR(e:MouseEvent):void{
234         fadeThisOut();
235         TweenLite.delayedCall(1, changeR);
236         TweenLite.to(termLetterBar, .5, {delay:.5, x:496});
237     }
238
239     function changeR():void{
240         terms1_mc.tastingTerms_mc.x = 0;
241         terms1_mc.tastingTerms_mc.y = -1458;
242         fadeIn();
243     }
244
245     function gotoS(e:MouseEvent):void{
246         fadeThisOut();
247         TweenLite.delayedCall(1, changeS);
248         TweenLite.to(termLetterBar, .5, {delay:.5, x:527});
249     }
250
251     function changeS():void{
252         terms1_mc.tastingTerms_mc.x = -776;
253         terms1_mc.tastingTerms_mc.y = -1458;
254         fadeIn();
255     }
256
257     function gotoT(e:MouseEvent):void{
258         fadeThisOut();
259         TweenLite.delayedCall(1, changeT);
260         TweenLite.to(termLetterBar, .5, {delay:.5, x:561});
261     }
262
263     function changeT():void{
264         terms1_mc.tastingTerms_mc.x = -1539;
265         terms1_mc.tastingTerms_mc.y = -1458;
266         fadeIn();
267     }
268
```

```
269 function gotoV(e:MouseEvent):void{
270     fadeThisOut();
271     TweenLite.delayedCall(1, changeV);
272     TweenLite.to(termLetterBar, .5, {delay:.5, x:593});
273 }
274
275 function changeV():void{
276     terms1_mc.tastingTerms_mc.x = -2379;
277     terms1_mc.tastingTerms_mc.y = -1458;
278     fadeIn();
279 }
```

wine basics home terminology stemware tasting finger lakes

AN ONLINE GUIDE TO WINE TASTING & THE SENECA LAKE WINE TRAIL

anatomy glass carousel how to hold

Anatomy of a Wine Glass

Mouth
Bowl
Stem
Foot

The wine glass is made of four parts: the foot, stem, bowl and mouth

Roll over the list on the left to highlight the corresponding part on the glass. Click to view the description of that part.

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STEMWARE – ANATOMY

This section allows user to interactively explore the anatomy of a wine glass and find out function of each part.

```

1 //import statements
2 import com.greensock.*;
3
4 addEventListener(MouseEvent.CLICK, homeText);
5
6 mouth_mc.alpha = 0;
7 bowl_mc.alpha = 0;
8 stem_mc.alpha = 0;
9 foot_mc.alpha = 0;
10
11 //event listeners
12 //Mouth
13 mouth_btn.addEventListener(MouseEvent.ROLL_OVER,
14   mouthHighlight);
15 mouth_btn.addEventListener(MouseEvent.MOUSE_OUT,
16   mouthNormal);
17 mouth_btn.addEventListener(MouseEvent.CLICK, mouthInfo);

```



```
16 //Bowl
17 bowl_btn.addEventListener(MouseEvent.ROLL_OVER,
    bowlHighlight);
18 bowl_btn.addEventListener(MouseEvent.ROLL_OUT,
    bowlNormal);
19 bowl_btn.addEventListener(MouseEvent.CLICK, bowlInfo);
20
21 //Stem
22 stem_btn.addEventListener(MouseEvent.ROLL_OVER,
    stemHighlight);
23 stem_btn.addEventListener(MouseEvent.ROLL_OUT,
    stemNormal);
24 stem_btn.addEventListener(MouseEvent.CLICK, stemInfo);
25
26 //Foot
27 foot_btn.addEventListener(MouseEvent.ROLL_OVER,
    footHighlight);
28 foot_btn.addEventListener(MouseEvent.ROLL_OUT, footNormal);
29 foot_btn.addEventListener(MouseEvent.CLICK, footInfo);
30
31 //Event Handlers
32 //Mouth
33 function mouthHighlight(e:MouseEvent):void{
34     TweenLite.to(mouth_mc, .5, {alpha:.5});
35 }
36
37 function mouthNormal(e:MouseEvent):void{
38     TweenLite.to(mouth_mc, .5, {alpha:0});
39 }
40
41 function mouthInfo(e:MouseEvent):void{
42     anatomy_mc.gotoAndStop(2);
43     TweenLite.to(mouth_mc, .5, {alpha:.5});
44 }
45
46 //Bowl
47 function bowlHighlight(e:MouseEvent):void{
48     TweenLite.to(bowl_mc, .5, {alpha:.5});
49 }
50
51 function bowlNormal(e:MouseEvent):void{
52     TweenLite.to(bowl_mc, .5, {alpha:0});
53 }
54
55 function bowlInfo(e:MouseEvent):void{
56     anatomy_mc.gotoAndStop(3);
57     TweenLite.to(bowl_mc, .5, {alpha:.5});
58 }
59
60 //Stem
61 function stemHighlight(e:MouseEvent):void{
```

```
62     TweenLite.to(stem_mc, .5, {alpha:.5});
63 }
64
65 function stemNormal(e:MouseEvent):void{
66     TweenLite.to(stem_mc, .5, {alpha:0});
67 }
68
69 function stemInfo(e:MouseEvent):void{
70     anatomy_mc.gotoAndStop(4);
71     TweenLite.to(stem_mc, .5, {alpha:.5});
72 }
73
74 //Foot
75 function footHightlight(e:MouseEvent):void{
76     TweenLite.to(foot_mc, .5, {alpha:.5});
77 }
78
79 function footNormal(e:MouseEvent):void{
80     TweenLite.to(foot_mc, .5, {alpha:0});
81 }
82
83 function footInfo(e:MouseEvent):void{
84     anatomy_mc.gotoAndStop(5);
85     TweenLite.to(foot_mc, .5, {alpha:.5});
86 }
```

The screenshot shows the 'wine basics' website interface. On the left is a bottle of Ventosa Vineyards Riesling Loof wine. The main content area features a carousel of wine glasses with labels: Burgundy Glass, Champagne Flute, Bordeaux Glass, Pinot Noir Glass (highlighted in green), Sherry Copita, Chardonnay Glass, White Wine Glass, and Red Wine Glass. A callout box for the Pinot Noir Glass provides the following information:

Pinot Noir Glass

Stem: Tall
Bowl: Broad
Wine: Pinot Noir or Red Burgundy

Wide mouth and bowl increases the rate of oxidation.

A 'close' button is visible in the top right corner of the callout box.

STEMWARE – CAROUSEL

The Carousel section shows that there are different kinds of wine glasses for different kinds of wines. The glasses were modeled in Cinema4D. Clicking on a glass opens another window that provides information on the shape of the glass and why it is shaped that way.

```

1  stop();
2  // define the carousel parameters
3  // x position of center of carousel
4  var centerX:Number = stage.stageWidth/3;
5  // y position of center of carousel
6  var centerY:Number = stage.stageHeight/2;
7  // width of carousel
8  var radiusX:Number = 250;
9  // height of carousel
10 var radiusY:Number = 75;
11
12 // define the item parameters
13 //number of Items to put on stage
14 var numofItems:Number = 8;

```

```
15 // initial speed of rotation of carousel
16 var speed:Number = 0.01;
17 // angle (position) on the carousel
18 var myAngle:Number;
19 // store the Items to sort them according to their 'depth'
20 var itemArray:Array = new Array();
21 // to change the color
22 var ct:ColorTransform = new ColorTransform(); reload_btn.
23 // hide the reload button
24 visible = false;
25 // create a loader object
26 var imageLoader:Loader = new Loader();
27
28 // function places Items on the Stage
29 function init():void {
30     for(var i:uint = 0; i < numOfItems; i++) {
31         // create a new Item object from the Library
32         var item:Item = new Item();
33         // public var myAngle:Number; is in Item class
34         //Item class extends ItemInner in FLA library.
35         item.myAngle = i * ((Math.PI * 2)/numOfItems);
36         // load a different frame
37         item.icons.gotoAndStop(i+1);
38         // change the cursor for the icons only
39         item.icons.buttonMode = true
40         // add the item to the array
41         itemArray.push(item);
42         // add the item to the Stage
43         addChild(item);
44         var thisMC:String="mc"+(i+1);
45         trace(thisMC);
46         //item.icons.thisMC.visible=false;
47         // add an ENTER_FRAME listener to move the
48         //items around the carousel
49         item.addEventListener(Event.ENTER_FRAME,
50             rotateCarousel);
51         // listen for MouseEvents only on icons,
52         //not on the reflections
53         item.icons.addEventListener(MouseEvent.CLICK,
54             clickHandler);
55         item.icons.addEventListener(MouseEvent.ROLL_
56             OVER, rollOverHandler);
57         item.icons.addEventListener(MouseEvent.ROLL_
58             OUT, rollOutHandler);
59     }
60 }
```

```
61 // function positions and rotates Items in carousel
62 function rotateCarousel(e:Event) {
63     // x position of Item
64     e.target.x = Math.cos(e.target.myAngle) * radiusX +
65         centerX;
66     // y position of Item
67     e.target.y = Math.sin(e.target.myAngle) * radiusY +
68         centerY;
69     // scale Item according to y position to give perspective
70     var s:Number = e.target.y / (centerY + radiusY);
71     e.target.scaleX = e.target.scaleY = s;
72     // rotate item around carousel with speed. Speed is
73     // updated by mouseMoveHandler
74     e.target.myAngle += speed;
75     // call function to set the 'depth' of the scaled items
76     sortBySize();
77 }
78 // function sets the display list index (depth) of the Items
79 // according to their
80 // scaleX property so that the bigger the Item,
81 // the higher the index (depth)
82 function sortBySize() {
83     // Sort through the array of items based on
84     // their scaleX property
85     // There isn't an Array.ASCENDING property
86     // so use DESCENDING and reverse()
87     itemArray.sortOn("scaleX", Array.DESCENDING | Array.
88         NUMERIC);
89     itemArray.reverse();
90     // loop through all the items are reset there display list
91     // index based on their scaleX
92     for(var i:uint = 0; i < itemArray.length; i++) {
93         // link the item on the Stage to the item index
94         // number in the array
95         var item:IItem = itemArray[i];
96         // reset the child index for the item
97         setChildIndex(item, i);
98     }
99 }
100 // function called when user clicks on item in the carousel
101 function clickHandler(e:MouseEvent) {
102     // clean up your listeners before you do
103     // anything else to free up CPU resources
104     for(var i:uint = 0; i < itemArray.length; i++) {
105         var item:IItem = itemArray[i];
106         item.removeEventListener(Event.ENTER_FRAME,
107             rotateCarousel);
108         item.icons.removeEventListener(MouseEvent.
109             CLICK, clickHandler);
```

```
108         item.icons.removeEventListener(MouseEvent.  
109             ROLL_OVER, rollOverHandler);  
110         item.icons.removeEventListener(MouseEvent.  
111             ROLL_OUT, rollOutHandler);  
112         // optional:  
113         removeChild(item);  
114         // to replace the carousel again  
115         //see relnit() function  
116     }  
117     // turn on the reload button  
118     reload_btn.visible = true;  
119     var whichSWF:String = String(e.target.currentFrame)  
120     // add the loader class  
121     imageLoader.load(new URLRequest("glass/" + whichSWF  
122         + ".swf"));  
123     imageLoader.x = 125;  
124     imageLoader.y = 35;  
125     addChild(imageLoader);  
126 }  
127 // functions called when user rolls over and rolls out of item  
128 function rollOverHandler(e:MouseEvent) {  
129     ct.redOffset = +40;  
130     ct.blueOffset = +20;  
131     ct.greenOffset = +100;  
132     // apply the item  
133     e.target.transform.colorTransform = ct;  
134 }  
135 function rollOutHandler(e:MouseEvent) {  
136     ct.redOffset = 0;  
137     ct.blueOffset = 0;  
138     ct.greenOffset = 0;  
139     // apply the item  
140     e.target.transform.colorTransform = ct;  
141 }  
142 // add an event listener to change the direction of the carousel  
143 based on mouse position  
144 addEventListener(MouseEvent.MOUSE_MOVE,  
145     mouseMoveHandler);  
146 function mouseMoveHandler(e:MouseEvent) {  
147     speed = (mouseX - centerX)/8000;  
148 }  
149 // click to put Items back on stage  
150 reload_btn.addEventListener(MouseEvent.MOUSE_DOWN,  
151     clearImageLoader);  
152 reload_btn.addEventListener(MouseEvent.MOUSE_UP, relnit);
```

```
152 // clear the SWF image from the stage
153 function clearImageLoader(e:MouseEvent){
154     // remove imageLoader
155     removeChild(imageLoader);
156 }
157
158 // put items back on stage
159 function reInit(e:MouseEvent){
160     // loop through the array to repopulate the carousel
161     for(var i:uint = 0; i < itemArray.length; i++) {
162         var item:Item = itemArray[i];
163         addChild(item);
164         item.addEventListener(Event.ENTER_FRAME,
165             rotateCarousel);
165         item.icons.addEventListener(MouseEvent.CLICK,
166             clickHandler);
166         item.icons.addEventListener(MouseEvent.ROLL_
167             OVER, rollOverHandler);
167         item.icons.addEventListener(MouseEvent.ROLL_
168             OUT, rollOutHandler);
168     }
169     reload_btn.visible = false;
170 }
```

ding Exam



Proper Way
Improper Way
Incorrect Way
Wrong Way

Do not ever hold your glass base to palm.
There is never any reason to hold a wine glass
this way. It looks ridiculous.



Proper Way
Improper Way
Incorrect Way
Wrong Way

Always hold your wine glass from the stem.
Holding the glass by the stem ensures the
temperature and aromas of the wine are
perfect for enjoyment.

STEMWARE – HOW TO HOLD

This section shows the correct way to hold a wine glass while also showing several ways not to hold a wine glass.

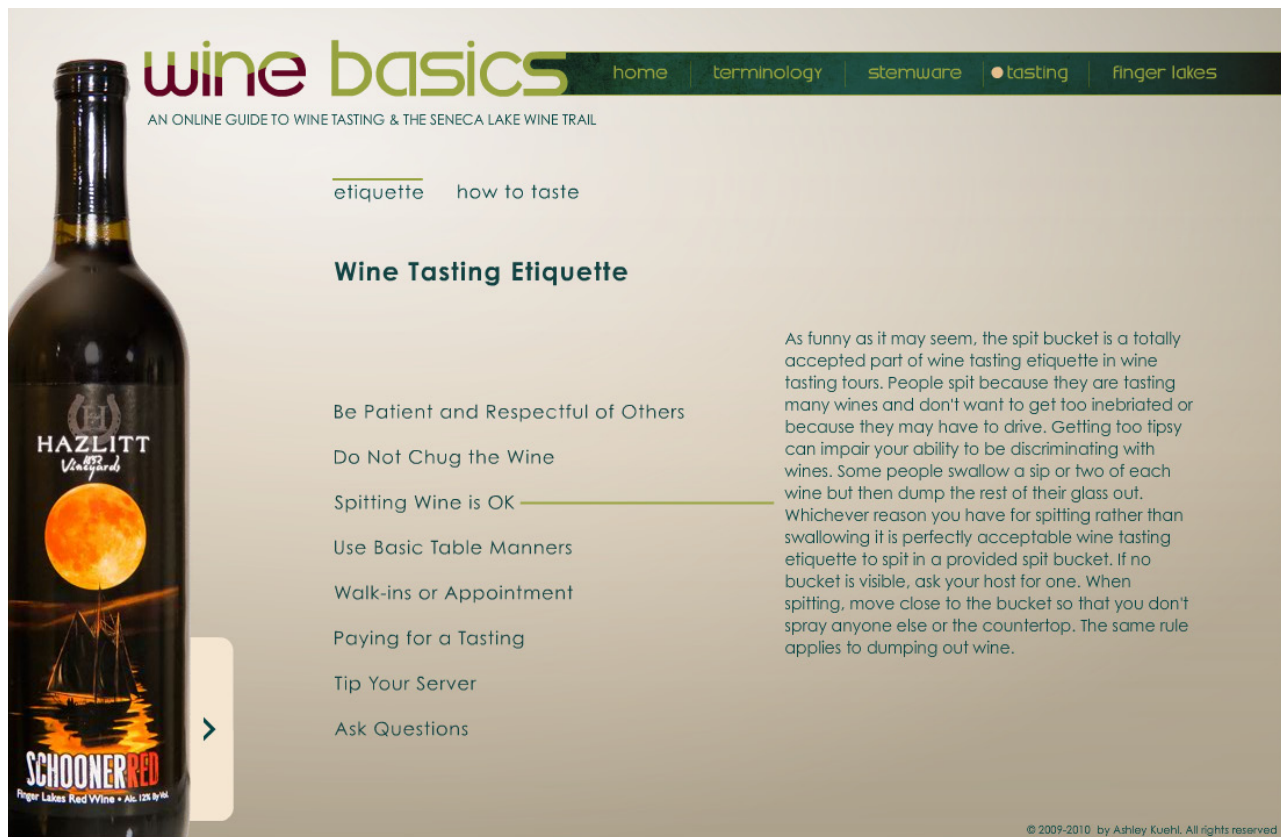
```

1  //import statements
2  import com.greensock.*;
3  import flash.events.MouseEvent;
4
5  movie_clip.alpha=1;
6
7  proper_btn.addEventListener(MouseEvent.CLICK,proper);
8  improper_btn.addEventListener(MouseEvent.CLICK,improper);
9  incorrect_btn.addEventListener(MouseEvent.CLICK,incorrect);
10 wrong_btn.addEventListener(MouseEvent.CLICK,manners);
11
12 function fadeIn():void{
13     TweenLite.to(movie_clip, .6,{delay:.1, alpha:1});
14 }
15
16 function proper(e:MouseEvent):void{
17     TweenLite.to(movie_clip, .6,{alpha:0,
18         onComplete:properGo});

```



```
18 }
19
20 function properGo():void{
21     movie_clip.gotoAndStop(1);
22     fadeIn();
23 }
24
25 function improper(e:MouseEvent):void{
26     TweenLite.to(movie_clip, .6,{alpha:0,
27         onComplete:improperGo});
28 }
29 function improperGo():void{
30     movie_clip.gotoAndStop(2);
31     fadeIn();
32 }
33
34 function incorrect(e:MouseEvent):void{
35     TweenLite.to(movie_clip, .6,{alpha:0,
36         onComplete:incorrectGo});
37 }
38
39 function incorrectGo():void{
40     movie_clip.gotoAndStop(3);
41     fadeIn();
42 }
43
44 function manners(e:MouseEvent):void{
45     TweenLite.to(movie_clip, .6,{alpha:0,
46         onComplete:mannersGo});
47 }
48 function mannersGo():void{
49     movie_clip.gotoAndStop(4);
50     fadeIn();
51 }
```



wine basics home terminology stemware **tasting** finger lakes

AN ONLINE GUIDE TO WINE TASTING & THE SENECA LAKE WINE TRAIL

etiquette how to taste

Wine Tasting Etiquette

Be Patient and Respectful of Others

Do Not Chug the Wine

Spitting Wine is OK

Use Basic Table Manners

Walk-ins or Appointment

Paying for a Tasting

Tip Your Server

Ask Questions

As funny as it may seem, the spit bucket is a totally accepted part of wine tasting etiquette in wine tasting tours. People spit because they are tasting many wines and don't want to get too inebriated or because they may have to drive. Getting too tipsy can impair your ability to be discriminating with wines. Some people swallow a sip or two of each wine but then dump the rest of their glass out. Whichever reason you have for spitting rather than swallowing it is perfectly acceptable wine tasting etiquette to spit in a provided spit bucket. If no bucket is visible, ask your host for one. When spitting, move close to the bucket so that you don't spray anyone else or the countertop. The same rule applies to dumping out wine.

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TASTING – ETIQUETTE

The Tasting Etiquette section provides the user with an opportunity to learn the correct way to behave during a wine tasting. Wineries can be intimidating, and the appropriate behaviors are a little different than a generic bar.

```

1 //import statements
2 import com.greensock.*;
3 import flash.events.MouseEvent;
4
5 text_mc.alpha=1;
6
7 others_btn.addEventListener(MouseEvent.CLICK,others);
8 chug_btn.addEventListener(MouseEvent.CLICK,chug);
9 spit_btn.addEventListener(MouseEvent.CLICK,spit);
10 manners_btn.addEventListener(MouseEvent.CLICK,manners);
11 walk_btn.addEventListener(MouseEvent.CLICK,walk);
12 paying_btn.addEventListener(MouseEvent.CLICK,paying);
13 tip_btn.addEventListener(MouseEvent.CLICK,tip);
14 ask_btn.addEventListener(MouseEvent.CLICK,ask);
15
16 function fadeIn():void{
17     TweenLite.to(text_mc, .6,{delay:.1, alpha:1});

```

```
18 }
19
20 function others(e:MouseEvent):void{
21     TweenLite.to(text_mc, .6,{alpha:0,
22         onComplete:othersGo});
23 }
24 function othersGo():void{
25     text_mc.gotoAndStop(2);
26     fadeIn();
27 }
28
29 function chug(e:MouseEvent):void{
30     TweenLite.to(text_mc, .6,{alpha:0,
31         onComplete:chugGo});
32 }
33 function chugGo():void{
34     text_mc.gotoAndStop(3);
35     fadeIn();
36 }
37
38 function spit(e:MouseEvent):void{
39     TweenLite.to(text_mc, .6,{alpha:0, onComplete:spitGo});
40 }
41
42 function spitGo():void{
43     text_mc.gotoAndStop(4);
44     fadeIn();
45 }
46
47 function manners(e:MouseEvent):void{
48     TweenLite.to(text_mc, .6,{alpha:0,
49         onComplete:mannersGo});
50 }
51 function mannersGo():void{
52     text_mc.gotoAndStop(5);
53     fadeIn();
54 }
55
56 function walk(e:MouseEvent):void{
57     TweenLite.to(text_mc, .6,{alpha:0, onComplete:walkGo});
58 }
59
60 function walkGo():void{
61     text_mc.gotoAndStop(6);
62     fadeIn();
63 }
64
65 function paying(e:MouseEvent):void{
```

```
66         TweenLite.to(text_mc, .6,{alpha:0,
67             onComplete:payingGo});
68     }
69     function payingGo():void{
70         text_mc.gotoAndStop(7);
71         fadeIn();
72     }
73
74     function tip(e:MouseEvent):void{
75         TweenLite.to(text_mc, .6,{alpha:0, onComplete:tipGo});
76     }
77
78     function tipGo():void{
79         text_mc.gotoAndStop(8);
80         fadeIn();
81     }
82
83     function ask(e:MouseEvent):void{
84         TweenLite.to(text_mc, .6,{alpha:0, onComplete:askGo});
85     }
86
87     function askGo():void{
88         text_mc.gotoAndStop(9);
89         fadeIn();
90     }
```



The screenshot shows the 'wine basics' website interface. On the left is a bottle of Fulkerson wine. The main content area is titled 'How to Taste Wine' and features a navigation menu with four numbered steps (1, 2, 3, 4). Step 1 is highlighted. Below the navigation is a photo of two people holding wine glasses. To the right of the photo is introductory text about the section's purpose and instructions to start.

wine basics home terminology stemware **tasting** finger lakes

AN ONLINE GUIDE TO WINE TASTING & THE SENECA LAKE WINE TRAIL

etiquette how to taste

How to Taste Wine

- 1**
- 2
- 3
- 4



Hopefully you have learned a lot about wine in the other sections of this website. Knowing how to hold a glass and wine tasting etiquette is important to know before you proceed with this section.

Here you will learn how easy it is to taste wine. The goal is to gain knowledge that will make a wine tasting fun for you and your friends.

Go through the steps above. Click on number one to start.

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TASTING – HOW TO TASTE

The How to Taste section is for people who have never been on a wine tasting tour before and are interested in learning the process. It is separated into four sections: Inspect, Smell, Taste, and Explore. Each section has three to four steps that show visualizations as well as written instruction.

INSPECT:

How to Taste Wine

1 2 3 4

Step 1: Inspect

Look at color and clarity
Look at the legs (viscosity)
Note what you saw

Tilt your glass over a white background, such as a napkin, tablecloth, or sheet of paper. This is good way to see the wine's true color.

When looking for clarity, we look for a wine's ability to reflect light, not necessarily how cloudy it is, intensity or saturation of color are not necessarily linked to quality.

The most important thing that the taster may detect from a wine's color is whether it is going bad or not. White wines tend to turn brown as they age. Red wines tend to turn lighter as they age.



How to Taste Wine

1 2 3 4

Step 1: Inspect

Look at color and clarity
Look at the legs (viscosity)
Note what you saw

Use your mouse to move the glass and swirl the wine.

Swirl the wine in your glass by holding your glass at the stem near the base and moving the glass in a fluid circular motion. Be careful not to splash. The glass can be either resting on a table or in the air. It's easier for beginners to use the table when first learning how to swirl.

Note the wine's viscosity while you're swirling. More viscous wines are said to have "legs," and are likely to be more alcoholic. Outside of looking pretty, this has no relation to a wine's quality but may indicate a more full bodied wine.



How to Taste Wine

1 2 3 4

Step 1: Inspect

Look at color and clarity
Look at the legs (viscosity)
Note what you saw

Use some of the terms that you learned about in the terminology section to take notes of what you saw when you looked at the clarity, color and viscosity.

Keeping notes during a wine tasting is important. By taking notes you can refer to what you liked about a wine in the future.

CLARITY:
Clear
Transparent
Opaque
Cloudy

COLOR:
Bright
Vivid
Flat
Dull
Dark
Medium
Light



```

1 //import statements
2 import com.greensock.*;
3 import com.greensock.easing.*;
4 import flash.events.MouseEvent;
5
6 //mouse event listeners
7 inspect1_btn.addEventListener(MouseEvent.CLICK,stepOne);
8 inspect2_btn.addEventListener(MouseEvent.CLICK,stepTwo);
9 inspect3_btn.addEventListener(MouseEvent.CLICK,stepThree);
10
11 //-----
12 // -STEP1-
13 //-----
14 inspect1_btn.visible=true;
15 inspect1_btn.alpha=1;
16 tiltGlass_mc.visible=true;
17 tiltGlass_mc.alpha=1;
18 step1Marker_mc.visible=true;
19 step1Marker_mc.alpha=1;
20 step1text.visible=true;
21 step1text.alpha=1;
22
23 dot1.visible=true;
24 notDot1.visible=false;

```

```
25
26 function stepOne(e:MouseEvent):void{
27     stepTwoOut();
28     stepThreeOut();
29     tiltGlass_mc.visible=true;
30     step1Marker_mc.visible=true;
31     step1text.visible=true;
32     dot1.visible=true;
33     notDot1.visible=false;
34
35     TweenLite.to(tiltGlass_mc,.6,{alpha:1});
36     TweenLite.to(inspect1_btn,.6,{alpha:1});
37     TweenLite.to(step1Marker_mc,.6,{alpha:1});
38     TweenLite.to(step1text,.6,{alpha:1});
39 }
40
41 function stepOneOut():void{
42     TweenLite.to(tiltGlass_mc,.6,{alpha:0});
43     TweenLite.to(inspect1_btn,.6,{alpha:.5});
44     TweenLite.to(step1Marker_mc,.6,{alpha:0});
45     TweenLite.to(step1text,.6,{alpha:0,onComplete:false});
46     dot1.visible=false;
47     notDot1.visible=true;
48 }
49
50 function false1():void{
51     tiltGlass_mc.visible=false;
52     step1Marker_mc.visible=false;
53     step1text.visible=false;
54 }
55
56 //-----
57 // -STEP2-
58 //-----
59 inspect2_btn.visible=true;
60 inspect2_btn.alpha=.5;
61 swirlBubble_mc.visible=false;
62 swirlBubble_mc.alpha=0;
63 swirlWine_mc.visible=false;
64 swirlWine_mc.alpha=0;
65 step2Marker_mc.visible=false;
66 step2Marker_mc.alpha=0;
67 step2text.visible=false;
68 step2text.alpha=0;
69
70 dot2.visible=false;
71 notDot2.visible=true;
72
73 function stepTwo(e:MouseEvent):void{
74     stepOneOut();
75     stepThreeOut();
```

```
76     swirlBubble_mc.visible=true;
77     swirlWine_mc.visible=true;
78     step2Marker_mc.visible=true;
79     step2text.visible=true;
80     dot2.visible=true;
81     notDot2.visible=false;
82     TweenLite.to(swirlBubble_mc,.6,{delay:2,alpha:1});
83     TweenLite.to(swirlWine_mc,.6,{alpha:1});
84     TweenLite.to(inspect2_btn,.6,{alpha:1});
85     TweenLite.to(step2Marker_mc,.6,{alpha:1});
86     TweenLite.to(step2text,.6,{alpha:1});
87 }
88
89 function stepTwoOut():void{
90     TweenLite.to(swirlBubble_mc,.6,{alpha:0});
91     TweenLite.to(swirlWine_mc,.6,{alpha:0});
92     TweenLite.to(inspect2_btn,.6,{alpha:.5});
93     TweenLite.to(step2Marker_mc,.6,{alpha:0});
94     TweenLite.to(step2text,.6,{alpha:0,onComplete:false2});
95     dot2.visible=false;
96     notDot2.visible=true;
97 }
98
99 function false2():void{
100     swirlBubble_mc.visible=false;
101     swirlWine_mc.visible=false;
102     step2Marker_mc.visible=false;
103     step2text.visible=false;
104 }
105
106 //-----
107 //  -STEP3-
108 //-----
109 inspect3_btn.visible=true;
110 inspect3_btn.alpha=.5;
111 notes_mc.visible=false;
112 noteGlass_mc.visible=false;
113 noteGlass_mc.alpha=0;
114 step3Marker_mc.visible=false;
115 step3Marker_mc.alpha=0;
116 step3text.visible=false;
117 step3text.alpha=0;
118
119 dot3.visible=false;
120 notDot3.visible=true;
121
122 function stepThree(e:MouseEvent):void{
123     stepTwoOut();
124     stepOneOut();
125     noteGlass_mc.visible=true;
126     notes_mc.visible=true;
```



```

127     step3Marker_mc.visible=true;
128     step3text.visible=true;
129     dot3.visible=true;
130     notDot3.visible=false;
131     TweenLite.to(noteGlass_mc,.6,{alpha:1});
132     TweenLite.to(notes_mc,.6,{alpha:1});
133     TweenLite.to(inspect3_btn,.6,{alpha:1});
134     TweenLite.to(step3Marker_mc,.6,{alpha:1});
135     TweenLite.to(step3text,.6,{alpha:1});
136     TweenLite.delayedCall(1, showNotes);
137
138 }
139 function showNotes():void{
140     notes_mc.gotoAndPlay("reveal");
141 }
142
143 function stepThreeOut():void{
144     TweenLite.to(noteGlass_mc,.6,{alpha:0});
145     TweenLite.to(notes_mc,.6,{alpha:0});
146     TweenLite.to(inspect3_btn,.6,{alpha:.5});
147     TweenLite.to(step3Marker_mc,.6,{alpha:0});
148     TweenLite.to(step3text,.6,{alpha:0,onComplete:false3});
149     dot3.visible=false;
150     notDot3.visible=true;
151 }
152
153 function false3():void{
154     noteGlass_mc.visible=false;
155     notes_mc.visible=false;
156     step3Marker_mc.visible=false;
157     step3text.visible=false;
158 }
159
160 //-----
161 // -SWIRL WINE-
162 //-----
163 swirlWine_mc.swirlGlass_mc.x = swirlWine_mc.bar_mc.x +
164 swirlWine_mc.bar_mc.width/2;
165 swirlWine_mc.swirlGlass_mc.buttonMode = true;
166
167 // event listeners for the slider
168 swirlWine_mc.swirlGlass_mc.addEventListener(MouseEvent.
169     MOUSE_DOWN, moveSlider);
170 swirlWine_mc.swirlGlass_mc.addEventListener(MouseEvent.
171     MOUSE_UP, stopSlider);
172 stage.addEventListener(MouseEvent.MOUSE_UP, stopSlider);
173
174 // event handlers for the slider
175 function moveSlider(evt:MouseEvent):void {
176     // slider draggable boundaries (bar movie clip width)
177     var myBoundaries:Rectangle = new

```

```

Rectangle(swirlWine_mc.bar_mc.x, swirlWine_mc.bar_
mc.y, swirlWine_mc.bar_mc.width, 0);
176     evt.target.startDrag(true, myBoundaries);
177     if (swirlWine_mc.swirlGlass_mc.x < 153){
178         swirlWine_mc.swirlGlass_mc.gotoAndPlay("left");
179     }else if (swirlWine_mc.swirlGlass_mc.x > 153){
180         swirlWine_mc.swirlGlass_mc.gotoAndPlay("right");
181     }else {
182         swirlWine_mc.swirlGlass_
mc.gotoAndPlay("resting");
183     }
184 }
185
186 function stopSlider(evt:MouseEvent):void {
187     stopDrag();
188 }
189 //-----END OF CODE-----

```

SMELL

How to Taste Wine

Use your mouse to move the glass and swirl the wine.



1 2 3 4
Step 2: Smell

Swirl the wine in your glass

Tip the glass

Sniff the wine

Note what you smell

Swirl your wine again, just like you did in step one by holding the stem near the base and moving your glass in a fluid circular motion.

Swirling your wine not only lets you see the viscosity of a particular wine, it increases the surface area of the liquid and allows air to be introduced to the wine which will help its aromas open up.

Remember, if you are new to swirling, it is a good idea to try it on a hard surface, like a table, until you are comfortable with swirling without splashing.

How to Taste Wine

1 2 3 4
Step 2: Smell

Swirl the wine in your glass

Tip the glass

Sniff the wine

Note what you smell

After we aerate the wine by swirling, we need to prepare our glass for smelling the wine.

Tilt your glass at a natural angle that the opening will fill nicely around your nose.

The smell of a wine is often referred to as the bouquet or "its nose."

How to Taste Wine

1 2 3 4
Step 2: Smell

Swirl the wine in your glass

Tip the glass

Sniff the wine

Note what you smell

It is time to take a big sniff.

Put your nose right into the glass and take a couple of short sniffs or one longer sniff.

Take your time and do this step a couple of times before you move on to tasting. Take a break between each sniff to try to identify the different aromas. You want to be able to not only smell the strong aromas, but the subtle ones as well.

How to Taste Wine

1 2 3 4
Step 2: Smell

Swirl the wine in your glass

Tip the glass

Sniff the wine

Note what you smell

Enjoy this part of the tasting process. Take notes on what you smell before you move on to tasting the wine. There are many different words to describe the bouquet, like earthy, fruity, nutty, pungent, or floral.

The nose of a wine may be different between tasters. Smelling can provide more distinctive differentiating qualities of a wine than taste because humans can sense hundreds of aromas through smelling.

If the wine is inviting based upon its bouquet, the pleasure of its taste will only be enhanced.

- Fruity
- Vegetative
- Nutty
- Caramelized
- Woody
- Earthy
- Chemical
- Pungent
- Oxidized
- Microbiological
- Floral
- Spicy
- Many more...

```

1 //import statement
2 import com.greensock.*;
3 import com.greensock.easing.*;
4 import flash.events.MouseEvent;
5

```

```
6  smell1_btn.addEventListener(MouseEvent.CLICK,stepOne);
7  smell2_btn.addEventListener(MouseEvent.CLICK,stepTwo);
8  smell3_btn.addEventListener(MouseEvent.CLICK,stepThree);
9  smell4_btn.addEventListener(MouseEvent.CLICK,stepFour);
10
11  //-----
12  // -STEP1-
13  //-----
14  smell1_btn.visible=true;
15  smell1_btn.alpha=1;
16  step1Marker_mc.visible=true;
17  step1Marker_mc.alpha=1;
18  step1text.visible=true;
19  step1text.alpha=1;
20
21  swirlBubble_mc.visible=true;
22  swirlBubble_mc.alpha=0;
23  swirlWine_mc.visible=true;
24  swirlWine_mc.alpha=1;
25
26  dot1.visible=true;
27  notDot1.visible=false;
28  TweenLite.to(swirlBubble_mc,.6,{delay:2,alpha:1});
29
30  function smellWineOut():void{
31      TweenLite.to(smellGlass_mc,.6,{alpha:0});
32      TweenLite.to(notes_mc,.6,{alpha:0,onComplete:
33          falseSmell});
34  }
35  function falseSmell():void{
36      smellGlass_mc.visible=false;
37      smellGlass_mc.gotoAndStop("first");
38      notes_mc.gotoAndPlay("home");
39  }
40
41  function stepOne(e:MouseEvent):void{
42      stepTwoOut();
43      stepThreeOut();
44      stepFourOut();
45      smellWineOut();
46      swirlBubble_mc.visible=true;
47      swirlWine_mc.visible=true;
48      step1Marker_mc.visible=true;
49      step1text.visible=true;
50      dot1.visible=true;
51      notDot1.visible=false;
52      TweenLite.to(swirlBubble_mc,.6,{delay:2,alpha:1});
53      TweenLite.to(swirlWine_mc,.6,{alpha:1});
54      TweenLite.to(smell1_btn,.6,{alpha:1});
55      TweenLite.to(step1Marker_mc,.6,{alpha:1});
```

```
56     TweenLite.to(step1text,.6,{alpha:1});
57 }
58
59 function stepOneOut():void{
60     TweenLite.to(swirlBubble_mc,.6,{alpha:0});
61     TweenLite.to(swirlWine_mc,.6,{alpha:0});
62     TweenLite.to(smell1_btn,.6,{alpha:.5});
63     TweenLite.to(step1Marker_mc,.6,{alpha:0});
64     TweenLite.to(step1text,.6,{alpha:0,onComplete:false1});
65     dot1.visible=false;
66     notDot1.visible=true;
67 }
68
69 function false1():void{
70     swirlBubble_mc.visible=false;
71     swirlWine_mc.visible=false;
72     step1Marker_mc.visible=false;
73     step1text.visible=false;
74 }
75
76 //-----
77 // -STEP2-
78 //-----
79 smell2_btn.visible=true;
80 smell2_btn.alpha=.5;
81 step2Marker_mc.visible=false;
82 step2Marker_mc.alpha=0;
83 step2text.visible=false;
84 step2text.alpha=0;
85
86 smellGlass_mc.visible=false;
87 smellGlass_mc.alpha=0;
88
89 dot2.visible=false;
90 notDot2.visible=true;
91
92 function stepTwo(e:MouseEvent):void{
93     stepOneOut();
94     stepThreeOut();
95     stepFourOut();
96     smellGlass_mc.visible=true;
97     step2Marker_mc.visible=true;
98     step2text.visible=true;
99     dot2.visible=true;
100     notDot2.visible=false;
101     TweenLite.to(smellGlass_mc,.6,{alpha:1});
102     TweenLite.to(smell2_btn,.6,{alpha:1});
103     TweenLite.to(step2Marker_mc,.6,{alpha:1});
104     TweenLite.to(step2text,.6,{alpha:1});
105     TweenLite.delayedCall(1, playTip);
106
```

```
107 }
108 function playTip():void{
109     smellGlass_mc.gotoAndPlay("tipping");
110 }
111
112
113 function stepTwoOut():void{
114     TweenLite.to(smell2_btn,.6,{alpha:.5});
115     TweenLite.to(step2Marker_mc,.6,{alpha:0});
116     TweenLite.to(step2text,.6,{alpha:0,onComplete:false2});
117     dot2.visible=false;
118     notDot2.visible=true;
119 }
120
121 function false2():void{
122     step2Marker_mc.visible=false;
123     step2text.visible=false;
124 }
125
126 //-----
127 // -STEP3-
128 //-----
129 smell3_btn.visible=true;
130 smell3_btn.alpha=.5;
131 step3Marker_mc.visible=false;
132 step3Marker_mc.alpha=0;
133 step3text.visible=false;
134 step3text.alpha=0;
135
136 smellGlass_mc.visible=false;
137 smellGlass_mc.alpha=0;
138
139 dot3.visible=false;
140 notDot3.visible=true;
141
142 function stepThree(e:MouseEvent):void{
143     stepTwoOut();
144     stepOneOut();
145     stepFourOut();
146     smellGlass_mc.visible=true;
147     step3Marker_mc.visible=true;
148     step3text.visible=true;
149     dot3.visible=true;
150     notDot3.visible=false;
151     TweenLite.to(smellGlass_mc,.6,{alpha:1});
152     TweenLite.to(smell3_btn,.6,{alpha:1});
153     TweenLite.to(step3Marker_mc,.6,{alpha:1});
154     TweenLite.to(step3text,.6,{alpha:1});
155     TweenLite.delayedCall(1, playNose);
156 }
157 function playNose():void{
```

```
158     smellGlass_mc.gotoAndPlay("nose");
159 }
160
161 function stepThreeOut():void{
162     TweenLite.to(smellGlass_mc,.6,{alpha:0});
163     TweenLite.to(step3Marker_mc,.6,{alpha:0});
164     TweenLite.to(smell3_btn,.6,{alpha:.5});
165     TweenLite.to(step3text,.6,{alpha:0,onComplete:false3});
166     dot3.visible=false;
167     notDot3.visible=true;
168 }
169
170 function false3():void{
171     step3Marker_mc.visible=false;
172     step3text.visible=false;
173 }
174
175 //-----
176 //  -STEP4-
177 //-----
178 smell4_btn.visible=true;
179 smell4_btn.alpha=.5;
180 step4Marker_mc.visible=false;
181 step4Marker_mc.alpha=0;
182 step4text.visible=false;
183 step4text.alpha=0;
184
185 notes_mc.visible=false;
186 notes_mc.alpha=0;
187 noteGlass_mc.visible=false;
188 noteGlass_mc.alpha=0;
189
190 dot4.visible=false;
191 notDot4.visible=true;
192
193 function stepFour(e:MouseEvent):void{
194     stepTwoOut();
195     stepOneOut();
196     stepThreeOut();
197     noteGlass_mc.visible=true;
198     notes_mc.visible=true;
199     step4Marker_mc.visible=true;
200     step4text.visible=true;
201     dot4.visible=true;
202     notDot4.visible=false;
203     TweenLite.to(noteGlass_mc,.6,{alpha:1});
204     TweenLite.to(notes_mc,.6,{alpha:1});
205     TweenLite.to(smell4_btn,.6,{alpha:1});
206     TweenLite.to(step4Marker_mc,.6,{alpha:1});
207     TweenLite.to(step4text,.6,{alpha:1});
208     TweenLite.delayedCall(1, showNotes);
```

```
209 }
210 function showNotes():void{
211     notes_mc.gotoAndPlay("mask");
212 }
213
214 function stepFourOut():void{
215     TweenLite.to(smell4_btn,.6,{alpha:.5});
216     TweenLite.to(step4Marker_mc,.6,{alpha:0});
217     TweenLite.to(notes_mc,.6,{alpha:0});
218     TweenLite.to(noteGlass_mc,.6,{alpha:0});
219     TweenLite.to(step4text,.6,{alpha:0,onComplete:false4});
220     dot4.visible=false;
221     notDot4.visible=true;
222 }
223
224 function false4():void{
225     notes_mc.visible=false;
226     step4Marker_mc.visible=false;
227     step4text.visible=false;
228 }
229
230 //-----
231 //  -SWIRL WINE-
232 //-----
233 swirlWine_mc.swirlGlass_mc.x = swirlWine_mc.bar_mc.x +
234 swirlWine_mc.bar_mc.width/2;
235 swirlWine_mc.swirlGlass_mc.buttonMode = true;
236
237 // event listeners for the slider
238 swirlWine_mc.swirlGlass_mc.addEventListener(MouseEvent.
    MOUSE_DOWN, moveSlider);
239 swirlWine_mc.swirlGlass_mc.addEventListener(MouseEvent.
    MOUSE_UP, stopSlider);
240 stage.addEventListener(MouseEvent.MOUSE_UP, stopSlider);
241
242 // event handlers for the slider
243 function moveSlider(evt:MouseEvent):void {
244     // slider draggable boundaries (bar movie clip width)
245     var myBoundaries:Rectangle = new
        Rectangle(swirlWine_mc.bar_mc.x, swirlWine_mc.bar_
        mc.y, swirlWine_mc.bar_mc.width, 0);
246     evt.target.startDrag(true, myBoundaries);
247     if (swirlWine_mc.swirlGlass_mc.x < 153){
248         swirlWine_mc.swirlGlass_mc.gotoAndPlay("left");
249     }else if (swirlWine_mc.swirlGlass_mc.x > 153){
250         swirlWine_mc.swirlGlass_mc.gotoAndPlay("right");
251     }else {
252         swirlWine_mc.swirlGlass_
        mc.gotoAndPlay("resting");
253     }
254 }
```

```

255
256 function stopSlider(evt:MouseEvent):void {
257     stopDrag();
258 }
259
260 //-----END OF CODE-----

```

TASTE

How to Taste Wine

1 2 3 4

Step 3: Taste

Know your taste buds

Sip, but don't swallow

Sip again, add air this time

Note the phases and tastes

The tongue is one of the most sophisticated sensory instruments. In order to properly evaluate wine, it is critical to be able to taste it correctly, so knowing where you taste certain flavors is important.

There are four basic tastes: bitter, salty, sweet and sour. There is a fifth, that has been more recently discovered, called umami. Umami refers to the sense of savouriness we experience when we taste the amino acid glutamate, which is a component of proteins. It's flavor can be explained as a combination of bitter, salty, sweet and sour.



tongue taste receptors

tongue

bitter
sour
salty
sweet

How to Taste Wine

1 2 3 4

Step 3: Taste

Know your taste buds

Sip, but don't swallow

Sip again, add air this time

Note the phases and tastes

Take a small sip of wine, but **DONT** swallow. Roll the wine around in your mouth exposing it to all of your taste buds for about 5 seconds. Pay attention to the texture and other tactile sensations such as weight or body.

Before you spit or swallow the wine you'll want to add air to, or aspirate, the wine in your mouth. To do this purse your lips as if you were to whistle, draw some air into your mouth and exhale through your nose. This liberates the aromas for the wine and allows them to reach your nose and be detected.



roll wine on your tongue for 2 seconds

How to Taste Wine

1 2 3 4

Step 3: Taste

Know your taste buds

Sip, but don't swallow

Sip again, add air this time

Note the phases and tastes

Take another sip of your wine, but this time, especially if you are drinking a red wine, introduce air with it. In other words, slurp the wine without making a loud slurping noise, of course. Note the subtle differences in flavor and texture from the first sip you had.



How to Taste Wine

1 2 3 4

Step 3: Taste

Know your taste buds

Sip, but don't swallow

Sip again, add air this time

Note the phases and tastes

Note the phases. The attack phase is your first impression of the wine. The evolution phase where you assess of the flavor or taste of the wine. The finishing phase where you assess the wines residual flavor once it has been spit out or swallowed. The flavors will change from phase to phase.

Describing the flavors of wine can vary from taster to taster. What really matters are the flavors that you taste and enjoy. You should note the flavors you like in the wine and those that you don't.

Appley
Sweet
Lively
Dumb
Musty
Oaky
Rich
Tart
Peppery
Leafy
Buttery
Watery
Warm
Grassy
Many More...



```

1 import com.greensock.*;
2 import com.greensock.easing.*;
3 import flash.events.MouseEvent;
4
5 taste1_btn.addEventListener(MouseEvent.CLICK,stepOne);
6 taste2_btn.addEventListener(MouseEvent.CLICK,stepTwo);
7 taste3_btn.addEventListener(MouseEvent.CLICK,stepThree);
8 taste4_btn.addEventListener(MouseEvent.CLICK,stepFour);
9
10 //-----
11 // -STEP1-
12 //-----
13 taste1_btn.visible=true;
14 taste1_btn.alpha=1;
15 step1Marker_mc.visible=true;
16 step1Marker_mc.alpha=1;

```



```
17  step1text.visible=true;
18  step1text.alpha=1;
19
20  tongue_mc.visible=true;
21  tongue_mc.alpha=1;
22
23  dot1.visible=true;
24  notDot1.visible=false;
25
26  function tasteWineOut():void{
27      TweenLite.to(sipWine_mc,.6,{alpha:0});
28      TweenLite.to(notes_mc,.6,{alpha:0,onComplete:
29          falseTaste});
30  }
31  function falseTaste():void{
32      sipWine_mc.visible=false;
33      sipWine_mc.gotoAndStop("resting");
34      notes_mc.gotoAndPlay("home");
35  }
36
37  function stepOne(e:MouseEvent):void{
38      stepTwoOut();
39      stepThreeOut();
40      stepFourOut();
41      tasteWineOut();
42      tongue_mc.visible=true;
43      step1Marker_mc.visible=true;
44      step1text.visible=true;
45      dot1.visible=true;
46      notDot1.visible=false;
47      TweenLite.to(tongue_mc,.6,{delay:2,alpha:1});
48      TweenLite.to(taste1_btn,.6,{alpha:1});
49      TweenLite.to(step1Marker_mc,.6,{alpha:1});
50      TweenLite.to(step1text,.6,{alpha:1});
51  }
52
53  function stepOneOut():void{
54      TweenLite.to(tongue_mc,.6,{alpha:0});
55      TweenLite.to(taste1_btn,.6,{alpha:.5});
56      TweenLite.to(step1Marker_mc,.6,{alpha:0});
57      TweenLite.to(step1text,.6,{alpha:0,onComplete:false1});
58      dot1.visible=false;
59      notDot1.visible=true;
60  }
61
62  function false1():void{
63      tongue_mc.visible=false;
64      step1Marker_mc.visible=false;
65      step1text.visible=false;
66  }
```

```
67
68 //-----
69 //  -STEP2-
70 //-----
71 taste2_btn.visible=true;
72 taste2_btn.alpha=.5;
73 step2Marker_mc.visible=false;
74 step2Marker_mc.alpha=0;
75 step2text.visible=false;
76 step2text.alpha=0;
77
78 sipWine_mc.visible=false;
79 sipWine_mc.alpha=0;
80
81 dot2.visible=false;
82 notDot2.visible=true;
83
84 function stepTwo(e:MouseEvent):void{
85     stepOneOut();
86     stepThreeOut();
87     stepFourOut();
88     sipWine_mc.visible=true;
89     step2Marker_mc.visible=true;
90     step2text.visible=true;
91     dot2.visible=true;
92     notDot2.visible=false;
93     TweenLite.to(sipWine_mc,.6,{alpha:1});
94     TweenLite.to(taste2_btn,.6,{alpha:1});
95     TweenLite.to(step2Marker_mc,.6,{alpha:1});
96     TweenLite.to(step2text,.6,{alpha:1});
97     TweenLite.delayedCall(1.5, playSip1);
98
99 }
100 function playSip1():void{
101     sipWine_mc.gotoAndPlay("sip1t1");
102 }
103
104
105 function stepTwoOut():void{
106     TweenLite.to(taste2_btn,.6,{alpha:.5});
107     TweenLite.to(step2Marker_mc,.6,{alpha:0});
108     TweenLite.to(step2text,.6,{alpha:0,onComplete:false2});
109     dot2.visible=false;
110     notDot2.visible=true;
111 }
112
113 function false2():void{
114     step2Marker_mc.visible=false;
115     step2text.visible=false;
116 }
117
```

```
118  //-----
119  //  -STEP3-
120  //-----
121  taste3_btn.visible=true;
122  taste3_btn.alpha=.5;
123  step3Marker_mc.visible=false;
124  step3Marker_mc.alpha=0;
125  step3text.visible=false;
126  step3text.alpha=0;
127
128  sipWine_mc.visible=false;
129  sipWine_mc.alpha=0;
130
131  dot3.visible=false;
132  notDot3.visible=true;
133
134  function stepThree(e:MouseEvent):void{
135      stepTwoOut();
136      stepOneOut();
137      stepFourOut();
138      sipWine_mc.visible=true;
139      step3Marker_mc.visible=true;
140      step3text.visible=true;
141      dot3.visible=true;
142      notDot3.visible=false;
143      TweenLite.to(sipWine_mc,.6,{alpha:1});
144      TweenLite.to(taste3_btn,.6,{alpha:1});
145      TweenLite.to(step3Marker_mc,.6,{alpha:1});
146      TweenLite.to(step3text,.6,{alpha:1});
147      TweenLite.delayedCall(1, playSip2);
148  }
149  function playSip2():void{
150      sipWine_mc.gotoAndPlay("sipIt2");
151  }
152
153  function stepThreeOut():void{
154      TweenLite.to(step3Marker_mc,.6,{alpha:0});
155      TweenLite.to(taste3_btn,.6,{alpha:0});
156      TweenLite.to(taste3_btn,.6,{alpha:.5});
157      TweenLite.to(step3text,.6,{alpha:0,onComplete:false3});
158      dot3.visible=false;
159      notDot3.visible=true;
160  }
161
162  function false3():void{
163      step3Marker_mc.visible=false;
164      step3text.visible=false;
165  }
166
```

```
167  //-----
168  //  -STEP4-
169  //-----
170  taste4_btn.visible=true;
171  taste4_btn.alpha=.5;
172  step4Marker_mc.visible=false;
173  step4Marker_mc.alpha=0;
174  step4text.visible=false;
175  step4text.alpha=0;
176
177  notes_mc.visible=false;
178  notes_mc.alpha=0;
179  noteGlass_mc.visible=false;
180  noteGlass_mc.alpha=0;
181
182  dot4.visible=false;
183  notDot4.visible=true;
184
185  function stepFour(e:MouseEvent):void{
186      stepTwoOut();
187      stepOneOut();
188      stepThreeOut();
189      tasteWineOut();
190      noteGlass_mc.visible=true;
191      notes_mc.visible=true;
192      step4Marker_mc.visible=true;
193      step4text.visible=true;
194      dot4.visible=true;
195      notDot4.visible=false;
196      TweenLite.to(noteGlass_mc,.6,{alpha:1});
197      TweenLite.to(notes_mc,.6,{alpha:1});
198      TweenLite.to(taste4_btn,.6,{alpha:1});
199      TweenLite.to(step4Marker_mc,.6,{alpha:1});
200      TweenLite.to(step4text,.6,{alpha:1});
201      TweenLite.delayedCall(1, showNotes);
202  }
203
204  function showNotes():void{
205      notes_mc.gotoAndPlay("reveal");
206  }
207
208  function stepFourOut():void{
209      TweenLite.to(noteGlass_mc,.6,{alpha:0});
210      TweenLite.to(notes_mc,.6,{alpha:0});
211      TweenLite.to(taste4_btn,.6,{alpha:.5});
212      TweenLite.to(step4Marker_mc,.6,{alpha:0});
213      TweenLite.to(step4text,.6,{alpha:0,onComplete:false4});
214      dot4.visible=false;
215      notDot4.visible=true;
216  }
217
```

```

218 function false4():void{
219     noteGlass_mc.visible=false;
220     notes_mc.visible=false;
221     step4Marker_mc.visible=false;
222     step4text.visible=false;
223 }
224 //-----END OF CODE-----

```

EXPLORE

How to Taste Wine

1 2 3 4
Step 4: Explore

Don't be afraid to try
Pair with different foods
Just have fun



Don't be afraid to try a kind of wine you haven't tried before. Wine tasting is supposed to be fun and provides a great opportunity to explore. Because exploring outside your comfort zone can bring surprising results, you never know when you will find your new favorite wine or winery.

If you tend to like sweet wines try a semi-dry wine. If you don't like it you can dump the rest out, nobody will be offended.

How to Taste Wine

1 2 3 4
Step 4: Explore

Don't be afraid to try
Pair with different foods
Just have fun



Try pairing wines with different ingredients and note the how it enhances or diminishes the flavors of the wine.

With red wines try different cheeses, good quality chocolate and berries. With white wines you can try apples, pears and citrus fruits.

Pairing wine with food is more complicated than "red with beef and white with fish". Feel free to drink whichever wine you want with whatever food you want, but remember a perfect pairing is a highly enjoyable experience.

How to Taste Wine

1 2 3 4
Step 4: Explore

Don't be afraid to try
Pair with different foods
Just have fun



Wine tasting doesn't have to be a serious task. Go out and explore what different wineries have to offer. You never know what you may find.

If you would like to learn more about where you can taste wine visit the next section [Finger Lakes](#) to see what the Seneca Lake Wine Trail has to offer.

```

1 import com.greensock.*;
2 import com.greensock.easing.*;
3 import flash.events.MouseEvent;
4
5 explore1_btn.addEventListener(MouseEvent.CLICK,stepOne);
6 explore2_btn.addEventListener(MouseEvent.CLICK,stepTwo);
7 explore3_btn.addEventListener(MouseEvent.CLICK,stepThree);
8
9 //-----
10 // -STEP1-
11 //-----
12 explore1_btn.visible=true;
13 explore1_btn.alpha=1;
14 step1Marker_mc.visible=true;
15 step1Marker_mc.alpha=1;

```

```
16  step1text.visible=true;
17  step1text.alpha=1;
18
19  wines_mc.visible=true;
20  wines_mc.alpha=1;
21
22  dot1.visible=true;
23  notDot1.visible=false;
24
25
26  function stepOne(e:MouseEvent):void{
27      stepTwoOut();
28      stepThreeOut();
29      wines_mc.visible=true;
30      step1Marker_mc.visible=true;
31      step1text.visible=true;
32      dot1.visible=true;
33      notDot1.visible=false;
34      TweenLite.to(wines_mc,.6,{alpha:1});
35      TweenLite.to(explore1_btn,.6,{alpha:1});
36      TweenLite.to(step1Marker_mc,.6,{alpha:1});
37      TweenLite.to(step1text,.6,{alpha:1});
38  }
39
40  function stepOneOut():void{
41      TweenLite.to(wines_mc,.6,{alpha:0});
42      TweenLite.to(explore1_btn,.6,{alpha:.5});
43      TweenLite.to(step1Marker_mc,.6,{alpha:0});
44      TweenLite.to(step1text,.6,{alpha:0,onComplete:false1});
45      dot1.visible=false;
46      notDot1.visible=true;
47  }
48
49  function false1():void{
50      wines_mc.visible=false;
51      step1Marker_mc.visible=false;
52      step1text.visible=false;
53  }
54
55  //------
56  //  -STEP2-
57  //------
58
59  explore2_btn.visible=true;
60  explore2_btn.alpha=.5;
61  step2Marker_mc.visible=false;
62  step2Marker_mc.alpha=0;
63  step2text.visible=false;
64  step2text.alpha=0;
65
66  parings_mc.visible=false;
```

```
67 parings_mc.alpha=0;
68
69 dot2.visible=false;
70 notDot2.visible=true;
71
72 function stepTwo(e:MouseEvent):void{
73     stepOneOut();
74     stepThreeOut();
75     parings_mc.visible=true;
76     step2Marker_mc.visible=true;
77     step2text.visible=true;
78     dot2.visible=true;
79     notDot2.visible=false;
80     TweenLite.to(parings_mc,.6,{alpha:1});
81     TweenLite.to(explore2_btn,.6,{alpha:1});
82     TweenLite.to(step2Marker_mc,.6,{alpha:1});
83     TweenLite.to(step2text,.6,{alpha:1});
84 }
85
86 function stepTwoOut():void{
87     TweenLite.to(parings_mc,.6,{alpha:0});
88     TweenLite.to(explore2_btn,.6,{alpha:.5});
89     TweenLite.to(step2Marker_mc,.6,{alpha:0});
90     TweenLite.to(step2text,.6,{alpha:0,onComplete:false2});
91     dot2.visible=false;
92     notDot2.visible=true;
93 }
94
95 function false2():void{
96     parings_mc.visible=false;
97     step2Marker_mc.visible=false;
98     step2text.visible=false;
99 }
100
101 //-----
102 // -STEP3-
103 //-----
104 explore3_btn.visible=true;
105 explore3_btn.alpha=.5;
106 step3Marker_mc.visible=false;
107 step3Marker_mc.alpha=0;
108 step3text.visible=false;
109 step3text.alpha=0;
110
111 haveFun_mc.visible=false;
112 haveFun_mc.alpha=0;
113
114 dot3.visible=false;
115 notDot3.visible=true;
116
117 function stepThree(e:MouseEvent):void{
```

```
118     stepTwoOut();
119     stepOneOut();
120     haveFun_mc.visible=true;
121     step3Marker_mc.visible=true;
122     step3text.visible=true;
123     dot3.visible=true;
124     notDot3.visible=false;
125     TweenLite.to(haveFun_mc,.6,{alpha:1});
126     TweenLite.to(explore3_btn,.6,{alpha:1});
127     TweenLite.to(step3Marker_mc,.6,{alpha:1});
128     TweenLite.to(step3text,.6,{alpha:1});
129 }
130
131 function stepThreeOut():void{
132     TweenLite.to(haveFun_mc,.6,{alpha:0});
133     TweenLite.to(explore3_btn,.6,{alpha:.5});
134     TweenLite.to(step3Marker_mc,.6,{alpha:0});
135     TweenLite.to(step3text,.6,{alpha:0,onComplete:false3});
136     dot3.visible=false;
137     notDot3.visible=true;
138 }
139
140 function false3():void{
141     step3Marker_mc.visible=false;
142     step3text.visible=false;
143 }
144 //-----END OF CODE-----
```




wine basics home terminology stemware tasting ● finger lakes

AN ONLINE GUIDE TO WINE TASTING & THE SENECA LAKE WINE TRAIL

explore the wine trail tips for planning a tour wine trail events

Westside Wineries Eastside Wineries Wine Trail Map

- Anthony Road Wine Co.
- Arcadian Estate Vineyards
- Ashley Lynn Apple Winery
- Belhurst Winery & Castle
- Billsboro Winery
- Castel Grisch Estate Winery
- Four Chimneys Farm Winery
- Fox Run Vineyards
- Fruit Yard Winery
- Fulkerson Winery
- Glenora Wine Cellars
- Herman J. Wiemer Vineyard
- Heron Hill on Seneca
- Hickory Hollow Wine Cellars
- Lakewood Vineyards
- Miles Wine Cellars

Glenora Wine Cellars

CONTACT:
5435 State Route 14
Dundee, NY 14837
1.800.243.5513 or 607.243.9500
glenora.com

INFO:
Gleora is widely known for its warm hospitality and its magnificent lakeside setting has garnered exemplary reviews both in and outside the Finger Lakes region.

Open: Nov-May: Sun-Th 10a-5p, Fri-Sat 10a-6p/Memorial Day-Labor Day: Daily 9a-8p/Sep-Oct: Sun-Th 10a-6p, Fri-Sat 10a-7p

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FINGER LAKES – EXPLORE - WESTSIDE

The Explore section lets users find out more about the wineries on the Seneca Lake Wine Trail. I split the wineries by location on West and East sides of Seneca Lake. Both sides are coded in the same way.

```

1 stop();
2
3 import flash.events.MouseEvent;
4 import flash.display.Loader;
5 import flash.net.URLRequest;
6 import flash.events.ProgressEvent;
7 import flash.events.Event;
8 import com.greensock.*;
9 // import the Tween classes
10 import fl.transitions.Tween;
11 import fl.transitions.easing.*;
12 import fl.transitions.TweenEvent;
13
14 // define new loader object and URL request
15 var myLoader:Loader = new Loader();
16 var myFile:URLRequest = new URLRequest("exploreFLAs/

```

```
    firstExplore.swf");
17  myLoader.load(myFile);
18
19  infoContainer.alpha=0;
20
21  // load external SWF content;
22  myLoader.contentLoaderInfo.addEventListener(Event.
    COMPLETE, loadImage);
23  function loadImage(event:Event):void{
24      infoContainer.addChild(myLoader);
25      TweenLite.to(infoContainer, .6,{alpha:1});
26  }
27
28  // create function that loads in external content
29  function whatToLoad(filePath){
30      // identify which file
31      myFile = new URLRequest(filePath);
32      TweenLite.to(infoContainer, .6,{alpha:0,
    onComplete:motionFinished});
33  }
34
35  function motionFinished():void{
36      // clear any existing image
37      infoContainer.removeChild(myLoader);
38      // load in new image;
39      myLoader.load(myFile);
40      myLoader.contentLoaderInfo.addEventListener(Event.
    COMPLETE, loadImage);
41  }
42
43  // define variables
44  var MoveRate:Number = 3;
45  var MoveWestY:String;
46
47  // record the position of the mask on the stage
48
49  var minWestY:Number = 16;
50  var maxWestY:Number = -222;
51
52  //start position
53  westsideWineries.x = 21;
54  westsideWineries.y = minWestY;
55
56  //_____ Move Y _____
57
58  pointUp.addEventListener(MouseEvent.MOUSE_DOWN,
    moveWestUp);
59  pointUp.addEventListener(MouseEvent.MOUSE_UP,
    stopWestMove);
60  pointDN.addEventListener(MouseEvent.MOUSE_DOWN,
    moveWestDown);
```

```
61 pointDN.addEventListener(MouseEvent.CLICK, stopWestMove);
62
63 function stopWestMove(event:MouseEvent):void {
64     MoveWestY = "None";
65 }
66 function moveWestUp(event:MouseEvent):void {
67     MoveWestY = "Up";
68 }
69
70 function moveWestDown(event:MouseEvent):void {
71     MoveWestY = "Down";
72 }
73
74 westsideWineries.addEventListener(Event.ENTER_FRAME,
75     moveWestMap);
76
77 function moveWestMap(event:Event){
78     MoveWestVertically();
79 }
80 function MoveWestVertically():void{
81     if (MoveWestY == "Up") {
82         westsideWineries.y += MoveRate;
83         if (westsideWineries.y >= minWestY){
84             westsideWineries.y = minWestY;
85         }
86     } else if (MoveWestY == "Down") {
87         westsideWineries.y -= MoveRate;
88         if (westsideWineries.y <= maxWestY){
89             westsideWineries.y = maxWestY;
90         }
91     }
92 }
93
94 westsideWineries.anthony_btn.addEventListener(MouseEvent.
95     CLICK,anthony);
96 function anthony(event:MouseEvent):void{
97     whatToLoad("exploreFLAs/anthony.swf");
98 }
99
100 westsideWineries.arcadian_btn.addEventListener(MouseEvent.
101     CLICK,arcadian);
102 function arcadian(event:MouseEvent):void{
103     whatToLoad("exploreFLAs/arcadian.swf");
104 }
105
106 westsideWineries.ashley_btn.addEventListener(MouseEvent.
107     CLICK,ashley);
108 function ashley(event:MouseEvent):void{
```

```
106     whatToLoad("exploreFLAs/ashley.swf");
107 }
108
109 westsideWineries.belhurst_btn.addEventListener(MouseEvent.
    CLICK,belhurst);
110 function belhurst(event:MouseEvent):void{
111     whatToLoad("exploreFLAs/belhurst.swf");
112 }
113
114 westsideWineries.bilsboro_btn.addEventListener(MouseEvent.
    CLICK,bilsboro);
115 function bilsboro(event:MouseEvent):void{
116     whatToLoad("exploreFLAs/bilsboro.swf");
117 }
118
119 westsideWineries.castel_btn.addEventListener(MouseEvent
    CLICK,castel);
120 function castel(event:MouseEvent):void{
121     whatToLoad("exploreFLAs/castel.swf");
122 }
123
124 westsideWineries.chimneys_btn.addEventListener(MouseEvent.
    CLICK,chimneys);
125 function chimneys(event:MouseEvent):void{
126     whatToLoad("exploreFLAs/chimneys.swf");
127 }
128
129 westsideWineries.foxRun_btn.addEventListener(MouseEvent.
    CLICK,foxRun);
130 function foxRun(event:MouseEvent):void{
131     whatToLoad("exploreFLAs/foxRun.swf");
132 }
133
134 westsideWineries.fruit_btn.addEventListener(MouseEvent.
    CLICK,anthony);
135 function anthony(event:MouseEvent):void{
136     whatToLoad("exploreFLAs/anthony.swf");
137 }
138
139 westsideWineries.fulkerson_btn.addEventListener(MouseEvent.
    CLICK,anthony);
140 function anthony(event:MouseEvent):void{
141     whatToLoad("exploreFLAs/anthony.swf");
142 }
143
144 westsideWineries.glenora_btn.addEventListener(MouseEvent.
    CLICK,anthony);
145 function anthony(event:MouseEvent):void{
146     whatToLoad("exploreFLAs/anthony.swf");
147 }
148
```

```
149 westsideWineries.herman_btn.addEventListener(MouseEvent.  
    CLICK,herman);  
150 function herman(event:MouseEvent):void{  
151     whatToLoad("exploreFLAs/herman.swf");  
152 }  
153  
154 westsideWineries.heron_btn.addEventListener(MouseEvent.  
    CLICK,heron);  
155 function heron(event:MouseEvent):void{  
156     whatToLoad("exploreFLAs/heron.swf");  
157 }  
158  
159 westsideWineries.hickory_btn.addEventListener(MouseEvent.  
    CLICK,anthony);  
160 function anthony(event:MouseEvent):void{  
161     whatToLoad("exploreFLAs/anthony.swf");  
162 }  
163  
164 westsideWineries.lakewood_btn.addEventListener(MouseEvent.  
    CLICK,anthony);  
165 function anthony(event:MouseEvent):void{  
166     whatToLoad("exploreFLAs/anthony.swf");  
167 }  
168  
169 westsideWineries.miles_btn.addEventListener(MouseEvent.  
    CLICK,miles);  
170 function miles(event:MouseEvent):void{  
171     whatToLoad("exploreFLAs/miles.swf");  
172 }  
173  
174 westsideWineries.pompus_btn.addEventListener(MouseEvent.  
    CLICK,anthony);  
175 function anthony(event:MouseEvent):void{  
176     whatToLoad("exploreFLAs/anthony.swf");  
177 }  
178  
179 westsideWineries.prejean_btn.addEventListener(MouseEvent.  
    CLICK,prejean);  
180 function prejean(event:MouseEvent):void{  
181     whatToLoad("exploreFLAs/prejean.swf");  
182 }  
183  
184 westsideWineries.redTail_btn.addEventListener(MouseEvent.  
    CLICK,redTail);  
185 function redTail(event:MouseEvent):void{  
186     whatToLoad("exploreFLAs/redTail.swf");  
187 }  
188  
189 westsideWineries.rock_btn.addEventListener(MouseEvent.  
    CLICK,anthony);  
190 function anthony(event:MouseEvent):void{
```

```
191     whatToLoad("exploreFLAs/anthony.swf");
192 }
193
194 westsideWineries.seneca_btn.addEventListener(MouseEvent.
    CLICK,seneca);
195 function seneca(event:MouseEvent):void{
196     whatToLoad("exploreFLAs/seneca.swf");
197 }
198
199 westsideWineries.shaw_btn.addEventListener(MouseEvent
    CLICK,shaw);
200 function shaw(event:MouseEvent):void{
201     whatToLoad("exploreFLAs/shaw.swf");
202 }
203
204 westsideWineries.torrey_btn.addEventListener(MouseEvent.
    CLICK,torrey);
205 function torrey(event:MouseEvent):void{
206     whatToLoad("exploreFLAs/torrey.swf");
207 }
208
209 westsideWineries.villa_btn.addEventListener(MouseEvent.
    CLICK,villa);
210 function villa(event:MouseEvent):void{
211     whatToLoad("exploreFLAs/villa.swf");
212 }
213
214 westsideWineries.white_btn.addEventListener(MouseEvent.
    CLICK,white);
215 function white(event:MouseEvent):void{
216     whatToLoad("exploreFLAs/white.swf");
217 }
```

wine basics home terminology stemware tasting finger lakes

AN ONLINE GUIDE TO WINE TASTING & THE SENECA LAKE WINE TRAIL

explore the wine trail tips for planning a tour wine trail events

Westside Wineries Eastside Wineries Wine Trail Map

Villa Bellangelo
150 Poplar Point, Dundee, NY 14837
607.243.8602
<http://bellangelo.stores.yahoo.net/>

Map Satellite Hybrid Terrain

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FINGER LAKES – EXPLORE - GOOGLE MAP

To show how the wineries are related to each other by location I wanted to add an interactive map. I used the Google Map API to create a custom map with the longitude and latitude markers. I followed tutorials from active.tutsplus.com.

ACTIONSRIPT

```

1 import com.google.maps.controls.MapTypeControl;
2 import com.google.maps.controls.OverviewMapControl;
3
4 import com.google.maps.LatLng;
5 import com.google.maps.Map;
6 import com.google.maps.Map3D;
7 import com.google.maps.MapEvent;
8 import com.google.maps.MapType;
9 import com.google.maps.View;
10 import com.google.maps.geom.Attitude;
11 import com.google.maps.controls.NavigationControl;
12 import com.google.maps.controls.MapTypeControl;
13 import com.google.maps.controls.MapTypeControl;
14 import com.google.maps.controls.OverviewMapControl;

```

```
15 import com.google.maps.overlays.MarkerOptions;
16 import com.google.maps.overlays.Marker;
17 import flash.net.URLLoader;
18 import flash.net.URLRequest;
19 import com.google.maps.InfoWindowOptions;
20 import com.google.maps.MapMouseEvent;
21 import com.google.maps.styles.StrokeStyle;
22 import com.google.maps.styles.FillStyle;
23
24 // Create The Map
25 import com.google.maps.MapMouseEvent;
26 // Variables
27 var map:Map3D;
28 // No focus line
29 //stage.stageFocusRect = false;
30
31 // Call the function to create the map
32 add_map();
33
34 // Function that adds the map on stage
35 function add_map(){
36     map = new Map3D();
37     map.key = 'ABQIAAAV95xiBgWe5O0UN2hp45P7RQ
38     HYIJVLWZukS-W-Jf2-NjqjFfhGRR9ur7OTf3bjnV0UK1g7x
39     Y3xSQ5ZA';
40     map.sensor="false";
41     map.setSize(new Point(762, 452));
42     map.addEventListener(MapEvent.MAP_READY,
43     onMapReady);
44     addChild(map);
45 }
46 // Function that will fire once map is created
47 function onMapReady(event:MapEvent):void {
48     map.setCenter(new LatLng(42.5895,-76.8933), 10,
49     MapType.HYBRID_MAP_TYPE);
50     map.viewMode = View.VIEWMODE_PERSPECTIVE;
51     map.setAttitude(new Attitude(0,20,0));
52     map.addControl(new MapTypeControl());
53     map.addControl(new OverviewMapControl());
54     map.addControl(new NavigationControl());
55
56     // Load the xml
57     load_xml();
58 }
59
60 // Add Markers On The Map (points added through XML)
61 function createMarker(latLng:LatLng, number:Number, tip,
62     myTitle, myAddress, myPhone, mySite):Marker{
63     // create Custom marker object
64     var markerPin:marker = new marker();
65     // If your marker is to big you can scale it down here
```



```

66     markerPin.width = 20;
67     markerPin.height = 23;
68     var i:Marker = new Marker(
69         latLng,
70         new MarkerOptions({
71             hasShadow: true,
72             icon: this.addChild(markerPin),
73             tooltip: ""+tip
74         })
75     );
76
77     i.addListener(MapMouseEvent.CLICK,
78         function(event:MapMouseEvent):void{
79     map.openInfoWindow(event.latLng, new
80     InfoWindowOptions({
81         titleHTML: "<b/>" + myTitle,
82         contentHTML: "" + myAddress + "<br/>" +
83         myPhone + "<br/>" + mySite
84     }));
85     });
86     return i;
87     }
88 // Function that will load the xml
89 function loadXML(e:Event):void {
90     XML.ignoreWhitespace = true;
91     var map_xml:XML = new XML(e.target.data);
92     for (var i:Number = 0; i < map_xml.location.length(); i++){
93         var latLng:LatLng = new LatLng(map_xml.
94             location[i].lat, map_xml.location[i].lon);
95         var tip = map_xml.location[i].name_tip;
96         var myTitle:String = map_xml.location[i].title_tip;
97         var myAddress:String = map_xml.location[i]
98             address_tip;
99         var myPhone:String = map_xml.location[i].phone;
100        var mySite:String= map_xml.location[i].site;
101        map.addOverlay(createMarker(latLng, i, tip,
102            myTitle, myAddress, myPhone, mySite));
103    }
104 }
105 function load_xml(){
106     var xmlLoader:URLLoader = new URLLoader();
107     xmlLoader.addEventListener(Event.COMPLETE, loadXML);
108     xmlLoader.load(new URLRequest("wineryMap.xml"));
109 }

```

XML

```

1 <?xml version="1.0" encoding="utf-8"?>
2 <map_xml>
3

```

```
4      <!--1:BelHurst-->
5          <location>
6              <lat>42.8381</lat>
7              <lon>-76.9787</lon>
8              <name_tip>Belherst Winery & Castle</
9                  name_tip>
10             <winery_image>glass1.jpg</winery_
11                 image>
12             <title_tip><![CDATA[Belherst Winery &
13                 Castle]]></title_tip>
14             <address_tip><![CDATA[4069 State Route
15                 14, Geneva, NY 14456]]></address_tip>
16             <phone><![CDATA[315.781.0201 Ext. 8]]>
17                 </phone>
18             <site><![CDATA[http://www.belhurst.
19                 com]]></site>
20         </location>
21     <!--2:WhiteSprings-->
22         <location>
23             <lat>42.8315</lat>
24             <lon>-76.9799</lon>
25             <name_tip>White Springs Winery
26                 </name_tip>
27             <winery_image>glass2.jpg</winery_
28                 image>
29             <title_tip><![CDATA[White Springs
30                 Winery]]></title_tip>
31             <address_tip><![CDATA[4200 State Route
32                 14, Geneva, NY 14456]]></address_tip>
33             <phone><![CDATA[315.781.9463]]></
34                 phone>
35             <site><![CDATA[http://www.
36                 whitespringswinery.com]]></site>
37         </location>
38     <!--3:Bilsboro-->
39         <location>
40             <lat>42.7978</lat>
41             <lon>-76.9799</lon>
42             <name_tip>Bilsboro Winery</name_tip>
43             <winery_image>glass2.jpg</winery_
44                 image>
45             <title_tip><![CDATA[Bilsboro Winery]]></
46                 title_tip>
47             <address_tip><![CDATA[4760 West Lake
48                 Road, Geneva, NY 14456]]></address_tip>
49             <phone><![CDATA[315.789.9538]]></
50                 phone>
51             <site><![CDATA[http://www.billsborowinery.
52                 com]]></site>
```

```
38         </location>
39
40     <!--4:Fox Run Vineyards-->
41         <location>
42             <lat>42.7315</lat>
43             <lon>-76.9767</lon>
44             <name_tip>Fox Run Vineyards</name_tip>
45             <winery_image>glass2.jpg</winery_
46             image>
47             <title_tip><![CDATA[Fox Run Vineyards]]></
48             title_tip>
49             <address_tip><![CDATA[670 State Route 14,
50             Penn Yan, NY 14527]]></address_tip>
51             <phone><![CDATA[315.536.4616]]></
52             phone>
53             <site><![CDATA[http://www.
54             foxrunvineyards.com]]></site>
55         </location>
56
57     <!--5:Red Tail Ridge-->
58         <location>
59             <lat>42.7250</lat>
60             <lon>-76.9756</lon>
61             <name_tip>Red Tail Ridge</name_tip>
62             <winery_image>glass2.jpg</winery_
63             image>
64             <title_tip><![CDATA[Red Tail Ridge]]></
65             title_tip>
66             <address_tip><![CDATA[846 State Route 14,
67             Penn Yan, NY 14527]]></address_tip>
68             <phone><![CDATA[315.536.4580]]></
69             phone>
70             <site><![CDATA[http://www.
71             redtailridgewinery.com]]></site>
72         </location>
73
74     <!--6:Seneca Shore Wine Cellar-->
75         <location>
76             <lat>42.7143</lat>
77             <lon>-76.9701</lon>
78             <name_tip>Seneca Shore Wine Cellar</
79             name_tip>
80             <winery_image>glass2.jpg</winery_
81             image>
82             <title_tip><![CDATA[Seneca Shore Wine
83             Cellar]]></title_tip>
84             <address_tip><![CDATA[929 Davy Road,
85             Penn Yan, NY 14527]]></address_tip>
86             <phone><![CDATA[315.536.0882 or 800.LUV.
87             VINO (588.8466)]]></phone>
88             <site><![CDATA[http://www.senecawine.
```

```

74         com/]]></site>
75     </location>
76     <!--7:Anthony Road Wine Co.-->
77     <location>
78         <lat>42.7083</lat>
79         <lon>-76.9705</lon>
80         <name_tip>Anthony Road Wine Co.</
81         name_tip>
82         <winery_image>glass2.jpg</winery_
83         image>
84         <title_tip><![CDATA[Anthony Road Wine
85         Co.]]></title_tip>
86         <address_tip><![CDATA[1020 Anthony
87         Road, Penn Yan, NY 14527]]></address_
88         tip>
89         <phone><![CDATA[1.800.559.2182]]></
90         phone>
91         <site><![CDATA[http://www.
92         anthonyroadwine.com]]></site>
93     </location>
94     <!--8:Prejean Winery-->
95     <location>
96         <lat>42.6360</lat>
97         <lon>-76.9439</lon>
98         <name_tip>Prejean Winery</name_tip>
99         <winery_image>glass2.jpg</winery_
100        image>
101        <title_tip><![CDATA[Prejean Winery]]></
102        title_tip>
103        <address_tip><![CDATA[2634 State Route
104        14, Penn Yan, New York 14527]]></
105        address_tip>
106        <phone><![CDATA[315.536.7524]]></
107        phone>
108        <site><![CDATA[http://www.prejeanwinery.
109        com/shop]]></site>
110    </location>
111    <!--9:Torrey Ridge Winery & Earle Estates Meadery-->
112    <location>
113        <lat>42.6277</lat>
114        <lon>-76.9439</lon>
115        <name_tip>Torrey Ridge Winery & Earle
116        Estates Meadery</name_tip>
117        <winery_image>glass2.jpg</winery_
118        image>
119        <title_tip><![CDATA[Torrey Ridge Winery &
120        Earle Estates Meadery]]></title_tip>
121        <address_tip><![CDATA[2770 State Route
```

```
108         14, Penn Yan, NY 14527]]></address_tip>
109     <phone><![CDATA[315.536.1210]]></
110     phone>
111     <site><![CDATA[http://www.
112     torreyridgewinery.com/index.html]]>
113     </site>
114 </location>
115 <!--10:Miles Wine Cellars-->
116     <location>
117         <lat>42.6167</lat>
118         <lon>-76.9221</lon>
119         <name_tip>Miles Wine Cellars</name_tip>
120         <winery_image>glass2.jpg</winery_
121         image>
122         <title_tip><![CDATA[Miles Wine Cellars]]></
123         title_tip>
124         <address_tip><![CDATA[168 Randall
125         Crossing Road, Himrod, New York
126         14842]]></address_tip>
127         <phone><![CDATA[607.243.7742]]></
128         phone>
129         <site><![CDATA[http://www.
130         mileswinecellars.com/]]></site>
131     </location>
132 <!--11:Heron Hill on Seneca-->
133     <location>
134         <lat>42.5906</lat>
135         <lon>-76.9414</lon>
136         <name_tip>Heron Hill on Seneca</name_
137         tip>
138         <winery_image>glass2.jpg</winery_
139         image>
140         <title_tip><![CDATA[Heron Hill on
141         Seneca]]></title_tip>
142         <address_tip><![CDATA[3586 State Route
143         14, Himrod, NY 14842]]></address_tip>
144         <phone><![CDATA[607.243.7109]]></
145         phone>
146         <site><![CDATA[http://www.heronhill.com/
147         heronhill/index.jsp]]></site>
148     </location>
149 <!--12:Four Chimneys Farm Winery-->
150     <location>
151         <lat>42.5922</lat>
152         <lon>-76.9229</lon>
153         <name_tip>Four Chimneys Farm Winery</
154         name_tip>
155         <winery_image>glass2.jpg</winery_
```

```

142         image>
143         <title_tip><![CDATA[Four Chimneys Farm
144         Winery]]></title_tip>
145         <address_tip><![CDATA[211 Hall Road,
146         Himrod, NY 14842]]></address_tip>
147         <phone><![CDATA[607.243.7502]]></
148         phone>
149         <site><![CDATA[http://www.
150         fourchimneysorganicwines.com/index.
151         html]]></site>
152     </location>
153 <!--13:Shaw Vineyards-->
154 <location>
155     <lat>42.572612</lat>
156     <lon>-76.93277</lon>
157     <name_tip>Shaw Vineyards</name_tip>
158     <winery_image>glass2.jpg</winery_
159     image>
160     <title_tip><![CDATA[Shaw Vineyards]]></
161     title_tip>
162     <address_tip><![CDATA[3901 State Route
163     14, Dundee, NY 14837]]></address_tip>
164     <phone><![CDATA[607.481.0089]]></
165     phone>
166     <site><![CDATA[http://www.shawvineyard.
167     com/]]></site>
168 </location>
169 <!--14:Herman J. Wiemer Vineyard-->
170 <location>
171     <lat>42.572612</lat>
172     <lon>-76.93277</lon>
173     <name_tip>Herman J. Wiemer Vineyard</
174     name_tip>
175     <winery_image>glass2.jpg</winery_
176     image>
177     <title_tip><![CDATA[Herman J. Wiemer
178     Vineyard]]></title_tip>
179     <address_tip><![CDATA[3962 State Route
180     14, Dundee, NY 14837]]></address_tip>
181     <phone><![CDATA[607.243.7971]]></
182     phone>
183     <site><![CDATA[http://wiemer.com/]]></
184     site>
185 </location>
186 <!--15:Ashley Lynn Apple Winery-->
187 <location>
188     <lat>42.5708</lat>
189     <lon>-76.9260</lon>

```

```
176         <name_tip>Ashley Lynn Apple Winery</
177         name_tip>
178         <winery_image>glass2.jpg</winery_
179         image>
180         <title_tip><![CDATA[Ashley Lynn Apple
181         Winery]]></title_tip>
182         <address_tip><![CDATA[4141 State Route
183         14, Dundee NY 14837]]></address_tip>
184         <phone><![CDATA[607.243.8084]]></
185         phone>
186         <site><![CDATA[http://www.ashleywines.
187         com/]]></site>
188     </location>
189 <!--16:Villa Bellangelo-->
190 <location>
191     <lat>42.5665</lat>
192     <lon>-76.9177</lon>
193     <name_tip>Villa Bellangelo</name_tip>
194     <winery_image>glass2.jpg</winery_
195     image>
196     <title_tip><![CDATA[Villa Bellangelo]]></
197     title_tip>
198     <address_tip><![CDATA[150 Poplar Point,
199     Dundee, NY 14837]]></address_tip>
200     <phone><![CDATA[607.243.8602]]></
201     phone>
202     <site><![CDATA[http://bellangelo.stores.
203     yahoo.net/]]></site>
204 </location>
205 <!--17:Fruit Yard Winery-->
206 <location>
207     <lat>42.5219</lat>
208     <lon>-76.9205</lon>
209     <name_tip>Fruit Yard Winery</name_tip>
210     <winery_image>glass2.jpg</winery_
211     image>
212     <title_tip><![CDATA[Fruit Yard Winery]]></
213     title_tip>
214     <address_tip><![CDATA[5060 State Route
215     14, Dundee, NY 14837]]></address_tip>
216     <phone><![CDATA[607.243.8866]]></
217     phone>
218     <site><![CDATA[http://www.fruityardwinery.
219     com/]]></site>
220 </location>
221 <!--18:Hickory Hollow Wine Cellars-->
222 <location>
223     <lat>42.5112</lat>
```

```
211         <lon>-76.9234</lon>
212         <name_tip>Hickory Hollow Wine Cellars</
213         name_tip>
214         <winery_image>glass2.jpg</winery_
215         image>
216         <title_tip><![CDATA[Hickory Hollow Wine
217         Cellars]]></title_tip>
218         <address_tip><![CDATA[5289 State Route
219         14, Dundee, NY 14837]]></address_tip>
220         <phone><![CDATA[607.243.9114]]></
221         phone>
222         <site><![CDATA[http://hickoryhollowwine.
223         net/]]></site>
224     </location>
225 <!--19:Glenora Wine Cellars-->
226 <location>
227     <lat>42.5039</lat>
228     <lon>-76.9243</lon>
229     <name_tip>Glenora Wine Cellars</name_
230     tip>
231     <winery_image>glass2.jpg</winery_
232     image>
233     <title_tip><![CDATA[Glenora Wine
234     Cellars]]></title_tip>
235     <address_tip><![CDATA[5435 State Route
236     14, Dundee, NY 14837]]></address_tip>
237     <phone><![CDATA[800.243.5513 or
238     607.243.9500]]></phone>
239     <site><![CDATA[http://www.glenora.
240     com/]]></site>
241 </location>
242 <!--20:Fulkerson Winery-->
243 <location>
244     <lat>42.4939</lat>
245     <lon>-76.9242</lon>
246     <name_tip>Fulkerson Winery</name_tip>
247     <winery_image>glass2.jpg</winery_
248     image>
249     <title_tip><![CDATA[Fulkerson Winery]]></
250     title_tip>
251     <address_tip><![CDATA[5576 State Route
252     14, Dundee, NY 14837]]></address_tip>
253     <phone><![CDATA[607.243.7883 or
254     607.243.8337]]></phone>
255     <site><![CDATA[http://www.
256     fulkersonwinery.com/]]></site>
257 </location>
258 <!--21:Rock Stream Vineyards-->
```



```
245         <location>
246             <lat>42.4723</lat>
247             <lon>-76.9191</lon>
248             <name_tip>Rock Stream Vineyards</
                name_tip>
249             <winery_image>glass2.jpg</winery_
                image>
250             <title_tip><![CDATA[Rock Stream
                Vineyards]]></title_tip>
251             <address_tip><![CDATA[ 162 Fir Tree Point
                Road, Rock Stream, NY 14878]]></
                address_tip>
252             <phone><![CDATA[607.243.5395]]></
                phone>
253             <site><![CDATA[http://www.
                rockstreamvineyards.com/]]></site>
254         </location>
255
256     <!--22:Pompus Ass Winery-->
257         <location>
258             <lat>42.4520</lat>
259             <lon>-76.9095</lon>
260             <name_tip>Pompus Ass Winery</name_
                tip>
261             <winery_image>glass2.jpg</winery_
                image>
262             <title_tip><![CDATA[Pompus Ass
                Winery]]></title_tip>
263             <address_tip><![CDATA[ 4499 State Route
                14, Rock Stream, NY 14878]]></address_
                tip>
264             <phone><![CDATA[607.535.4277]]></
                phone>
265             <site><![CDATA[http://www.
                pompousasswinery.com/]]></site>
266         </location>
267
268     <!--23:Arcadian Estate Vineyards-->
269         <location>
270             <lat>42.4351</lat>
271             <lon>-76.9073</lon>
272             <name_tip>Arcadian Estate Vineyards</
                name_tip>
273             <winery_image>glass2.jpg</winery_
                image>
274             <title_tip><![CDATA[Arcadian Estate
                Vineyards]]></title_tip>
275             <address_tip><![CDATA[4184 State Route
                14, Rock Stream, NY 14878]]></address_
                tip>
276             <phone><![CDATA["1.800.298.1346 or
```

```
        607.535.2068]]></phone>
277      <site><![CDATA[http://www.arcadianwine.
        com/]]></site>
278      </location>
279
280      <!--24:Lakewood Vineyards-->
281      <location>
282          <lat>42.4270</lat>
283          <lon>-76.9060</lon>
284          <name_tip>Lakewood Vineyards</name_
        tip>
285          <winery_image>glass2.jpg</winery_
        image>
286          <title_tip><![CDATA[Lakewood
        Vineyards]]></title_tip>
287          <address_tip><![CDATA[4024 State Route
        14, Watkins Glen, NY 14891]]></address_
        tip>
288          <phone><![CDATA[607.535.9252]]></
        phone>
289          <site><![CDATA[http://www.
        lakewoodvineyards.com/]]></site>
290      </location>
291
292      <!--25:Cascata Winery-->
293      <location>
294          <lat> 42.3806</lat>
295          <lon>-76.8733</lon>
296          <name_tip>Cascata Winery</name_tip>
297          <winery_image>glass2.jpg</winery_
        image>
298          <title_tip><![CDATA[Cascata Winery]]></
        title_tip>
299          <address_tip><![CDATA[3651 State Route
        14, Watkins Glen, NY 14891]]></address_
        tip>
300          <phone><![CDATA[607.535.8000]]></
        phone>
301          <site><![CDATA[http://www.cascatawinery.
        com]]></site>
302      </location>
303
304      <!--26:Castle Grisch Estate Winery-->
305      <location>
306          <lat>42.4024</lat>
307          <lon>-76.9119</lon>
308          <name_tip>Castle Grisch Estate Winery</
        name_tip>
309          <winery_image>glass2.jpg</winery_
        image>
310          <title_tip><![CDATA[Castle Grisch Estate
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    Winery]]></title_tip>
311    <address_tip><![CDATA[3380 Irelandville
    Rd, Watkins Glen, NY 14891]]></address_
    tip>
312    <phone><![CDATA[607.535.9614]]></
    phone>
313    <site><![CDATA[http://www.castelgrisch.
    com]]></site>
314    </location>
315
316    <!--27:CatherineValley-->
317    <location>
318        <lat>42.4367</lat>
319        <lon>-76.8633</lon>
320        <name_tip>Catherine Valley Winery</
    name_tip>
321        <winery_image>glass3.jpg</winery_
    image>
322        <title_tip><![CDATA[Catherine Valley
    Winery]]></title_tip>
323        <address_tip><![CDATA[4201 State Route
    414, Burdett, NY 14818]]></address_tip>
324        <phone><![CDATA[(607) 546-5300]]></
    phone>
325        <site><![CDATA[http://www.
    catharinevalley.com/index.html]]></site>
326    </location>
327
328    <!--28:Finger Lakes Distilling-->
329    <location>
330        <lat>42.4948</lat>
331        <lon>-76.8711</lon>
332        <name_tip>Finger Lakes Distilling</name_
    tip>
333        <winery_image>glass2.jpg</winery_
    image>
334        <title_tip><![CDATA[Finger Lakes
    Distilling]]></title_tip>
335        <address_tip><![CDATA[4676 State Route
    414, Burdett, NY 14818]]></address_tip>
336        <phone><![CDATA[607.546.5510]]></
    phone>
337        <site><![CDATA[http://www.
    fingerlakesdistilling.com/]]></site>
338    </location>
339
340    <!--29:J.R. Dill Winery-->
341    <location>
342        <lat>42.4695</lat>
343        <lon>-76.8672</lon>
344        <name_tip>J.R. Dill Winery</name_tip>
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345         <winery_image>glass2.jpg</winery_
346         image>
347         <title_tip><![CDATA[J.R. Dill Winery]]></
348         title_tip>
349         <address_tip><![CDATA[4922 State Route
350         414, Burdett NY 14818]]></address_tip>
351         <phone><![CDATA[607.546.5757]]></
352         phone>
353         <site><![CDATA[http://jrdillwinery.com/
354         jrdillwinery_002.htm]]></site>
355     </location>
356 <!--30:Two Goats Brewing-->
357 <location>
358     <lat>42.4771</lat>
359     <lon>-76.8690</lon>
360     <name_tip>Two Goats Brewing</name_
361     tip>
362     <winery_image>glass2.jpg</winery_
363     image>
364     <title_tip><![CDATA[Two Goats
365     Brewing]]></title_tip>
366     <address_tip><![CDATA[5027 State Route
367     414, Hector, NY 14841]]></address_tip>
368     <phone><![CDATA[607.546.BEER(2337)]]></
369     phone>
370     <site><![CDATA[http://www.
371     twogoatsbrewing.com/]]></site>
372 </location>
373 <!--31:Atwater Vineyards-->
374 <location>
375     <lat>42.4786</lat>
376     <lon>-76.8694</lon>
377     <name_tip>Atwater Vineyards</name_tip>
378     <winery_image>glass2.jpg</winery_
379     image>
380     <title_tip><![CDATA[Atwater Vineyards]]></
381     title_tip>
382     <address_tip><![CDATA[5055 State Route
383     414, Burdett, NY 14818]]></address_tip>
384     <phone><![CDATA[607.546.8463]]></
385     phone>
386     <site><![CDATA[www.atwatervineyards.
387     com/]]></site>
388 </location>
389 <!--32:Chateau LaFayette Reneau-->
390 <location>
391     <lat>42.4812</lat>
392     <lon>-76.8700</lon>
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380         <name_tip>Chateau LaFayette Reneau</
381         name_tip>
382         <winery_image>glass2.jpg</winery_
383         image>
384         <title_tip><![CDATA[Chateau LaFayette
385         Reneau]]></title_tip>
386         <address_tip><![CDATA[5081 State Route
387         414, Hector, NY 14841]]></address_tip>
388         <phone><![CDATA[607.546.2062]]></
389         phone>
390         <site><![CDATA[http://www.clrwine.
391         com]]></site>
392     </location>
393 <!--33:Bloomer Creek Vineyard-->
394 <location>
395     <lat>42.4830</lat>
396     <lon>-76.8704</lon>
397     <name_tip>Bloomer Creek Vineyard</
398     name_tip>
399     <winery_image>glass2.jpg</winery_
400     image>
401     <title_tip><![CDATA[Bloomer Creek
402     Vineyard]]></title_tip>
403     <address_tip><![CDATA[5301 State Route
404     414, Hector, NY 14841]]></address_tip>
405     <phone><![CDATA[607.546.5027]]></
406     phone>
407     <site><![CDATA[http://www.bloomercreek.
408     com/ix.html]]></site>
409 </location>
410 <!--34:Damiani Wine Cellars-->
411 <location>
412     <lat>42.4625</lat>
413     <lon>-76.8656</lon>
414     <name_tip>Damiani Wine Cellars</name_
415     tip>
416     <winery_image>glass2.jpg</winery_
417     image>
418     <title_tip><![CDATA[Damiani Wine
419     Cellars]]></title_tip>
420     <address_tip><![CDATA[4704 State Route
421     414, Burdett, NY 14818]]></address_tip>
422     <phone><![CDATA[607.546.5557]]></
423     phone>
424     <site><![CDATA[http://damianiwinecellars.
425     com/]]></site>
426 </location>
427 <!--35:Red Newt Wine Cellars-->
```

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413         <location>
414             <lat>42.5019</lat>
415             <lon>-76.8672</lon>
416             <name_tip>Red Newt Wine Cellars</
417             name_tip>
418             <winery_image>glass2.jpg</winery_
419             image>
420             <title_tip><![CDATA[Red Newt Wine
421             Cellars]]></title_tip>
422             <address_tip><![CDATA[3675 Tichenor
423             Road, Hector, NY 14841]]></address_tip>
424             <phone><![CDATA[607.546.4100]]></
425             phone>
426             <site><![CDATA[http://rednewt.com]]></
427             site>
428         </location>
429
430     <!--36:Lidenfrost Vineyards-->
431     <location>
432         <lat>42.5084</lat>
433         <lon>-76.8766</lon>
434         <name_tip>Lidenfrost Vineyards</name_
435         tip>
436         <winery_image>glass2.jpg</winery_
437         image>
438         <title_tip><![CDATA[Lidenfrost
439         Vineyards]]></title_tip>
440         <address_tip><![CDATA[5677 State Route
441         414, Hector, NY 14841]]></address_tip>
442         <phone><![CDATA[607.546.2800]]></
443         phone>
444         <site><![CDATA[http://www.
445         leidenfrostwine.com/]]></site>
446     </location>
447
448     <!--37:Hazlitt 1852 Vineyards-->
449     <location>
450         <lat>42.5101</lat>
451         <lon>-76.8767</lon>
452         <name_tip>Hazlitt 1852 Vineyards</name_
453         tip>
454         <winery_image>glass2.jpg</winery_
455         image>
456         <title_tip><![CDATA[Hazlitt 1852
457         Vineyards]]></title_tip>
458         <address_tip><![CDATA[5712 State Route
459         414, Hector, NY 14841]]></address_tip>
460         <phone><![CDATA[607.546.9463]]></
461         phone>
462         <site><![CDATA[http://www.hazlitt1852.
463         com/]]></site>
```

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446         </location>
447
448     <!--38:Tickle Hill Winery-->
449         <location>
450             <lat>42.5132</lat>
451             <lon>-76.8554</lon>
452             <name_tip>Tickle Hill Winery</name_tip>
453             <winery_image>glass2.jpg</winery_
454             image>
455             <title_tip><![CDATA[Tickle Hill Winery]]></
456             title_tip>
457             <address_tip><![CDATA[3839 Ball Diamond
458             Road, Hector, NY 14841]]></address_tip>
459             <phone><![CDATA[607.546.7740]]></
460             phone>
461             <site><![CDATA[http://www.ticklehillwinery.
462             com]]></site>
463         </location>
464
465     <!--39:Rasta Ranch Vineyards-->
466         <location>
467             <lat>42.5182</lat>
468             <lon>-76.8736</lon>
469             <name_tip>Rasta Ranch Vineyards</
470             name_tip>
471             <winery_image>glass2.jpg</winery_
472             image>
473             <title_tip><![CDATA[Rasta Ranch
474             Vineyards]]></title_tip>
475             <address_tip><![CDATA[5882 State Route
476             414, Valois, NY 14841]]></address_tip>
477             <phone><![CDATA[607.546.2974]]></
478             phone>
479             <site><![CDATA[http://www.
480             winecountrycabins.com]]></site>
481         </location>
482
483     <!--40:Penguin Bay Winery-->
484         <location>
485             <lat>42.5308</lat>
486             <lon>-76.8763</lon>
487             <name_tip>Penguin Bay Winery</name_
488             tip>
489             <winery_image>glass2.jpg</winery_
490             image>
491             <title_tip><![CDATA[Penguin Bay
492             Winery]]></title_tip>
493             <address_tip><![CDATA[6075 State Route
494             414, Hector, NY]]></address_tip>
495             <phone><![CDATA[607.546.5115]]></
496             phone>
```

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481             <site><![CDATA[http://www.
482             penguinbaywinery.com/]]></site>
483         </location>
484     <!--41:Standing Stone Vineyards-->
485         <location>
486             <lat>42.5441</lat>
487             <lon>-76.8729</lon>
488             <name_tip>Standing Stone Vineyards</
489             name_tip>
490             <winery_image>glass2.jpg</winery_
491             image>
492             <title_tip><![CDATA[Standing Stone
493             Vineyards]]></title_tip>
494             <address_tip><![CDATA[9934 State Route
495             414, Hector, NY 14841]]></address_tip>
496             <phone><![CDATA[607.582.6051]]></
497             phone>
498             <site><![CDATA[http://www.
499             standingstonewines.com/]]></site>
500         </location>
501     <!--42:Bagley's Poplar Ridge Vineyards-->
502         <location>
503             <lat>42.5505</lat>
504             <lon>-76.8731</lon>
505             <name_tip>Bagley's Poplar Ridge
506             Vineyards</name_tip>
507             <winery_image>glass2.jpg</winery_
508             image>
509             <title_tip><![CDATA[Bagley's Poplar Ridge
510             Vineyards]]></title_tip>
511             <address_tip><![CDATA[9782 State Route
512             414, Valois, NY 14841]]></address_tip>
513             <phone><![CDATA[607.582.6421]]></
514             phone>
515             <site><![CDATA[http://bagleysprv.
516             com/]]></site>
517         </location>
518     <!--43:Shalestone Vineyards-->
519         <location>
520             <lat>42.6140</lat>
521             <lon>-76.8225</lon>
522             <name_tip>Shalestone Vineyards</name_
523             tip>
524             <winery_image>glass2.jpg</winery_
525             image>
526             <title_tip><![CDATA[Shalestone
527             Vineyards]]></title_tip>
528             <address_tip><![CDATA[9681 State Route
```



```
414, Lodi, NY 14860]]></address_tip>
516 <phone><![CDATA[ 607.582.6600]]></
    phone>
517 <site><![CDATA[http://www.
    shalestonevineyards.com/]]></site>
518 </location>
519
520 <!--44:Caywood Vineyards-->
521 <location>
522 <lat>42.5564</lat>
523 <lon>-76.8663</lon>
524 <name_tip>Caywood Vineyards</name_
    tip>
525 <winery_image>glass2.jpg</winery_
    image>
526 <title_tip><![CDATA[Caywood
    Vineyards]]></title_tip>
527 <address_tip><![CDATA[9666 State Route
    414, Caywood, NY 14841]]></address_tip>
528 <phone><![CDATA[607.569.6111
    or 1.877.662.8833]]></phone>
529 <site><![CDATA[http://www.
    caywoodvineyards.com/]]></site>
530 </location>
531
532 <!--45:Wagner Vineyards & Brewery-->
533 <location>
534 <lat>42.5739</lat>
535 <lon>-76.8582</lon>
536 <name_tip>Wagner Vineyards & Brewery</
    name_tip>
537 <winery_image>glass2.jpg</winery_
    image>
538 <title_tip><![CDATA[Wagner Vineyards &
    Brewery]]></title_tip>
539 <address_tip><![CDATA[9322 State Route
    414, Lodi, NY 14860]]></address_tip>
540 <phone><![CDATA[1.866.924.6378 or
    607.582.6450]]></phone>
541 <site><![CDATA[http://www.
    wagnervineyards.com/]]></site>
542 </location>
543
544 <!--46:Lamoreaux Landing-->
545 <location>
546 <lat>42.5764</lat>
547 <lon>-76.8556</lon>
548 <name_tip>Lamoreaux Landing</name_
    tip>
549 <winery_image>glass2.jpg</winery_
    image>
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550         <title_tip><![CDATA[Lamoreaux
551         Landing]]></title_tip>
552         <address_tip><![CDATA[9224 State Route
553         414, Lodi, NY 14860]]></address_tip>
554         <phone><![CDATA[607.582.6011]]></
555         phone>
556         <site><![CDATA[http://www.
557         lamoreauxwine.com/]]></site>
558     </location>
559 <!--47:Kings Garden Vineyards-->
560 <location>
561     <lat>42.5742</lat>
562     <lon>-76.8581</lon>
563     <name_tip>Kings Garden Vineyards</
564     name_tip>
565     <winery_image>glass2.jpg</winery_
566     image>
567     <title_tip><![CDATA[Kings Garden
568     Vineyards]]></title_tip>
569     <address_tip><![CDATA[9085 State Route
570     414, Lodi, NY 14860]]></address_tip>
571     <phone><![CDATA[607.582.7444]]></
572     phone>
573     <site><![CDATA[http://www.
574     kingsgardenvineyards.com/]]></site>
575 </location>
576 <!--48:Zugibe Vineyards-->
577 <location>
578     <lat>42.8165</lat>
579     <lon>-76.9298</lon>
580     <name_tip>Zugibe Vineyards</name_tip>
581     <winery_image>glass2.jpg</winery_
582     image>
583     <title_tip><![CDATA[Zugibe Vineyards]]></
584     title_tip>
585     <address_tip><![CDATA[4248 East Lake
586     Road, Geneva, NY 14456]]></address_
587     tip>
588     <phone><![CDATA[315.585.6402]]></
589     phone>
590     <site><![CDATA[http://www.
591     zugibevineyards.com/]]></site>
592 </location>
593 <!--49:3 Brothers Winery-->
594 <location>
595     <lat>42.8209</lat>
596     <lon>-76.9263</lon>
597     <name_tip>3 Brothers Winery</name_tip>
598     <winery_image>glass2.jpg</winery_
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```
585         image>
586         <title_tip><![CDATA[3 Brothers Winery]]></
          title_tip>
587         <address_tip><![CDATA[623 Lerch Road,
          Geneva, NY 14456]]></address_tip>
588         <phone><![CDATA[315.585.4432]]></
          phone>
589         <site><![CDATA[http://
          www.3brotherswinery.com/]]></site>
590     </location>
591     <!--50:Ventosa Vineyards-->
592     <location>
593         <lat>42.8587</lat>
594         <lon>-76.9361</lon>
595         <name_tip>Ventosa Vineyards</name
          tip>
596         <winery_image>glass2.jpg</winery_
          image>
597         <title_tip><![CDATA[Ventosa Vineyards]]></
          title_tip>
598         <address_tip><![CDATA[3440 State Route
          96A, Geneva, NY 14456]]></address_tip>
599         <phone><![CDATA[315.719.0000]]></
          phone>
600         <site><![CDATA[http://www.
          ventosavineyards.com/]]></site>
601     </location>
```

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