

foodism

TORONTO, ONE BITE AT A TIME



ROCHESTER MARKET

We recommend kicking off the weekend with a visit to Rochester Public Market, which has faithfully served the community since 1905. More than 200 vendors peddle everything from local honey, apples and pierogis to avocados and delicacies from around the world. The operation spreads across three covered outdoor sheds, every Saturday from 5 a.m. to 3 p.m. The surrounding market district is just as bountiful; take a stroll down Railroad Street and stop at Boxcar for doughnuts in wacky flavours like crème brûlée or bacon. Then wash it down with an IPA next door at Rohrbach Beer Hall, where Rochester's craft brewery renaissance began.

INSIDER

Katie Bridges takes us around the lake to eat and drink our way through Rochester, a revived American city.

ROCHESTER HAS AN uncanny knack for flying under the radar. Despite boasting a rich roster of museums, restaurants, craft breweries and festivals, few have experienced its delights despite being only three hours away from Toronto.

Like its rust belt cousins, Rochester was dealt a blow when its main industry declined. While both Kodak and the city's heyday is long gone, its rebounding neighbourhoods and tech startups are breathing new life into Upstate New York's cultural capital.

Though its charms are numerous, Rochester's green spaces may deserve top billing - how many cities can lay claim to a downtown waterfall? Follow the Genesee River for 45 minutes outside the city limits and you'll be rewarded with a view of Letchworth State Park, fittingly referred to as the "Grand Canyon of the East."

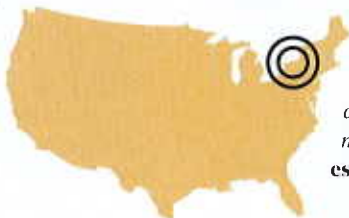
Culture vultures will find

much to love. The Memorial Art Gallery, affectionately nicknamed "the mini-MET," boasts an impressive permanent collection including work by Infinity Mirrors artist, Yayoi Kusama. Take a stroll around the George Eastman Museum; the restored Georgian Revival home of the Kodak founder is the world's oldest photography museum.

Thanks to a huge amount of space and a quality of life unattainable in places like New York City, millennials are moving back to Rochester - and the city is reaping the rewards of its cultural rebirth. Large warehouses have made way for music venues, bowling alleys and urban wineries.

Soak up all that booze with a late-night "Garbage Plate" - Rochesterians' favourite heartburn-inducing drunk food of fries, beans, meat and sauce piled high. 🍷

For more great travel content, check out our sister magazine, **escapism** Toronto. escapism.to



GETTING THERE

VIA rail services and flights to Rochester (Air Canada flies from Pearson to Greater Rochester airport) are limited and pricey. We recommend going by car. Driving time from downtown Toronto to Rochester is around three hours, and once you get across the U.S. border, things get a lot more scenic.

LIVING ROOTS WINE & CO.

When Colleen Hardy headed to Australia, she probably didn't expect to meet and marry the descendant of a winemaking dynasty, before returning to her native Rochester to set up the first urban winery in the Finger Lakes region of Upstate New York. But that's exactly what her and husband Sebastian did with Living Roots, a beautiful 7,500-square-foot tasting room and winemaking facility in an old warehouse in Rochester's Neighbourhood of the Arts. Start with a snappy white, like the excellent riesling traminette from the Finger Lakes, and end with one of their bold reds from the McLaren Vale in Adelaide.



THE CUB ROOM

Sure, this moody eatery would be at home in Manhattan but it makes just as much sense in the South Wedge area of Rochester. The Cub Room, a speakeasy-cum-restaurant styled on the Prohibition era, is run by Greg and Jodi Johnson, restaurateurs with 20 years' experience in NYC. The area has seen an influx of trendy spots in recent years, including the Playhouse/Swillburger, a bar and arcade in a renovated church. Order the Cub Room's house-smoked pork cheeks, which come slathered in a mouthwatering apricot BBQ sauce or the gnudi pasta dish of the day. Alternatively, grab a seat at the bar and wait for Gatsby to pour you another.



RADIO SOCIAL

The crash of bowling balls you hear as you enter Radio Social speaks to two Rochester truths: The amount of space that's ready to be repurposed and the strength of its millennial regeneration. Located in Rochester's historical Stromberg-Carlson warehouse, a 40,000-square-foot facility which produced radios during World War II, the space is now a social club – paying homage to its roots with an insta-worthy radio wall near the entrance. The menu was curated by Rochester restaurateur Chuck Cerankosky, who also co-owns the excellent Good Luck. Play ping-pong, skeeball, cornhole or reserve a bowling lane – or just grab a drink.