

Microsite Mockup Notes

Designer: Rob Hall

Creative Director: Miles Lee

- No white background, use color (but a lighter/less saturated version)
- Use another font for the title (ie: replace Verdana)
- Use bread texture image as header background (like background-image)
- Miles will provide copy for "top 5" page
- On baking page, link to existing recipe
- Increase line spacing (line-height should be bigger than 1)
- Consider making the navigation bar the same width as the header (could go either way)

RANKING

1. Boudin: Pure unadulterated sourdough taste. The BEST sourdough bread brand, possibly ever.

<https://boudinbakery.com/our-story/our-bread/>

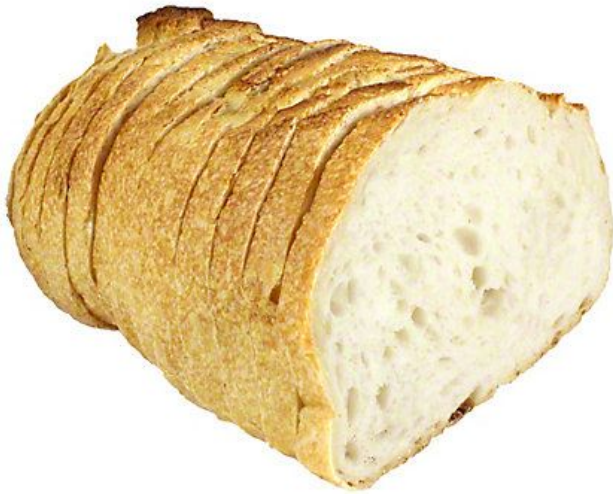
About: THE ORIGINAL SAN FRANCISCO SOURDOUGH™ In 1849, Isidore Boudin struck gold with four simple ingredients: flour, water, salt, and mother dough. See how San Francisco's history is baked into every bite. Our secret is in our mother dough—a magical combination formed by local varieties of wild yeast and lactobacillus—plus a few other helpful microbes—to create a natural source of fermentation that allows Boudin sourdough to rise without using commercial yeast. The key ingredient in our sourdough since 1849, she thrives only in the fog-cooled climate of San Francisco. Our mother dough imparts the famous Boudin flavor and texture unlike any other bread in the world.



2. Central Market: Good taste, good texture. You can't go wrong with this bread.

<https://centralmarket.com/product/deli-style-sourdough-breadeach/>

About: We make our Sourdough from scratch in-store from a levain starter and bake it fresh each day. Slow fermentation gives this beautiful, golden-brown, crusty bread its inviting aroma, complex flavor, and moist crumb.



3. Trader Joe's: Good sourdough taste, pretty good texture. I recommend getting the pre-cut loaf instead of the batard for better texture.



4. Aldi: Not enough sourdough taste. Good texture, though.

<https://www.aldi.us/en/grocery-goods/quality-brands/specially-selected/pantry/pantry-detail/ps/p/specially-selected-sourdough-square/>



5. Pepperidge Farm: Not enough sourdough taste. Almost like regular white bread. Don't fall for this trick. Their cinnamon & raisin bread and cookies are great, though.

<https://www.pepperidgefarm.com/product-categories/breads-buns-rolls/>

