

# TASTE NEWBERG

Media Kit  
Winter 2022



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*Newberg's Wednesday Market runs from May through September*



*Newberg's lavender farms are at peak bloom in July*

## About Newberg

### About Taste Newberg

Taste Newberg is the Destination Marketing Organization (DMO) for Newberg, Oregon, promoting travel and tourism to the area. Taste Newberg is the official visitor resource for the destination. Visit [TasteNewberg.com](https://www.tastenewberg.com) and explore Newberg on [Facebook](#), [Instagram](#) and [Twitter](#).

### About Newberg, Oregon

Newberg is the gateway to Oregon's Willamette Valley, the first town on Highway 99W driving from Portland — the famous route to hundreds of vineyards and wineries. Over 65 wineries claim an address in Newberg itself, ranging from Oregon Pinot Noir pioneers like Adelsheim and Rex Hill wineries with bucolic estate vineyard sites, to seven downtown tasting rooms within walking distance of one another. In addition to being a prime location for grape growing, Newberg is also home to hazelnut farms, fruit orchards, dairies, and flower farms (including numerous u-pick lavender farms). Newberg's charming, relaxed, walkable downtown is dotted with owner-operated restaurants, cafés, galleries, and shops, as well as the Chehalem Cultural Center, George Fox University, and the Hoover-Minthorn House, the only presidential site in Oregon. Newberg's peaceful, picturesque surroundings can be enjoyed through vineyard tours, river paddles, hikes, golf, cycling, scenic drives, or a simple picnic in the park.



*Outdoor seating year-round at Wolves & People Farmhouse Brewery*



*The scenic grounds at The Allison Inn & Spa*

**Location:** Newberg is 22 miles from downtown Portland, in the northwest corner of the Willamette Valley, within Yamhill County.

Newberg sits in a triangle-shaped valley, bordered by the Chehalem Mountain Range, the Dundee Hills, and the Willamette River.

**Population:** The city has a population of 23,600.

**History:** The first residents of what is now known as Newberg were members of the native Kalapuya tribe. They were semi-nomadic, and established the Willamette River as a thoroughfare for transportation and trade. In the 1830s, European settlers followed the river to Newberg and established the town as a territorial trading center. In 1841, Willamette Valley settlers convened for the first time in Champoege, southeast of Newberg (what is now Champoege State Park), to discuss the wolves that were menacing their settlements. These meetings led to the formation of Oregon's provisional government in 1843. Newberg was named in 1869 by its first postmaster, Sebastian Brutscher, after his hometown of Neuberg, Germany. Quakers played a large role in the establishment and growth of Newberg, including the founding of George Fox University in 1885 (originally named Friends Pacific Academy), the first Christian college in Oregon. In 1885, a young Herbert Hoover arrived in Oregon to live with his aunt and uncle, John and Laura Minthorn. He grew up in Newberg before going on to become the 31st president of the United States. Newberg is the site of the only presidential landmark in Oregon: The Hoover-Minthorn House, a museum of the Hoover residence opened in 1955.





*Good Company Cheese Bar & Bistro  
opened in Downtown Newberg*



*Hot air balloons taking off over wine  
country from Vista Balloon Adventures  
(photo by Andrea Johnson)*



*Art Elements, one of the many galleries  
in Downtown Newberg*

### **Transportation:**

The closest commercial airport is Portland International Airport, 33 miles away (about an hour's drive). Newberg also has two airfields: Chehalem Airpark and Sportsman Airpark for recreational flights and flight lessons. There is a regional airport 13 miles away in McMinnville for private jets and chartered flights. Oregon Highway 99W connects Newberg with Portland to the northeast and McMinnville to the southwest.

### **Destination highlights:**

Chehalem Cultural Center  
Winemaking region with 100+ wineries within in a 10-mile radius  
Luxury resort and spa  
Walkable downtown with independent shops  
Agritourism  
Artisan & farmers market

### **Outdoor highlights:**

Chehalem Glenn Golf course  
Rogers Landing on the Willamette River Trail  
Chehalem Valley BMX & Skate Park  
Ewing Young Disc Golf Course

### **Notable events:**

Oregon Chardonnay Celebration (February)  
Truffle Month (February)  
Camellia Festival (April)  
Willamette: The Pinot Noir Auction (April)  
Lavender Festival (July)  
Art Harvest Studio Tour (October)

1

1950s-built classic drive-in movie theater

Specialty cheese shop

Llama farm

Blacksmithing school

2

U-cut lavender farms

Artisanal ice cream makers

Independent coffee roasters

Distilleries

19

Independent boutiques  
and galleries

7

Public trail systems

Winery tasting rooms in downtown  
Newberg

22

Miles from Portland

10

Farm-to-table restaurants

3

Craft breweries

100+

World-class wineries  
within a 10-mile radius





*Adelsheim Vineyard's year-round outdoor seating*



*Locally grown berries at the outdoor Newberg Wednesday market, which runs from May through September*

**More information:** [tastenewberg.com](http://tastenewberg.com)

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*Vineyards turn to golden hues in autumn*



*A spirit flight with pairings at Ewing Young Distillery*

