



Story Ideas

Newberg: Wine, Sustainability, and Authenticity in Oregon's Wine Country

Newberg, located at the northern entrance of Willamette Valley Wine Country, is a place where wine lovers can indulge in unforgettable tasting experiences paired with hyperlocal culinary delights. Newberg boasts a diverse collection of wineries, from boutique family-owned wineries to larger, well-established estates, and visitors can enjoy a wide array of wine styles and production methods. Visiting Newberg is not just about sipping award-winning Pinot Noir—it's about immersing yourself in a wine experience that is personal, sustainable, and rooted in community. Newberg offers an intimate and authentic experience, where visitors can engage directly with family-run vineyards, meet winemakers, and explore the craft behind the bottle. Here, you will find wine producers who are champions of sustainable practices, from organic and biodynamic farming to low-intervention winemaking. Visitors can tour vineyards that prioritize environmental stewardship and even participate in behind-the-scenes activities like harvest and blending workshops.

Savor the Flavors of Newberg

Newberg's culinary scene is as vibrant as its renowned wineries and offers a diverse tapestry of dining experiences from fine dining to food carts. Newberg's close proximity to farms, vineyards, and artisan producers ensures that local ingredients are at the heart of every dish, and it's not hard to see why Newberg has long been at the forefront of the farm-to-table movement. Newberg's chefs are crafting dishes that reflect the terroir and culture of the region, offering multi-course tasting menus featuring the freshest local produce and inventive wine pairings. Stroll through the quaint town and you'll find ice cream shops, craft coffee roasters, casual tasting rooms and cozy cafes. From February to March, [Taste Newberg's Truffle Trail](#) showcases earthy morsels of locally foraged truffles, with offerings such as truffle hunting in nearby forests to forage for these prized delicacies with local expert guides. In summer, the [Newberg Lavender Trail](#) is an aromatic journey to visit local farms where lavender is grown. Year-round, the [Wine Country Whiskey Trail](#) highlights local distilleries that specialize in crafting small-batch, high-quality whiskeys and other spirits.

Explore Sustainable Newberg

Newberg has emerged as a model for sustainable travel, with a growing focus on green initiatives, local agriculture, and eco-conscious tourism that highlights the town's commitment to environmental stewardship. Newberg's wine industry is at the forefront of sustainability, with many of its vineyards and wineries embracing organic, biodynamic, and sustainable farming practices. Several wineries have become Biodynamic-certified and certified LIVE (Low Input Viticulture and Enology), and producers are dedicated to reducing their environmental impact by minimizing water use, avoiding harmful chemicals, and prioritizing biodiversity. Newberg's culinary scene is rooted in a deep connection to local agriculture, with many restaurants championing farm-to-table dining. Local chefs source ingredients from nearby organic farms and sustainable producers, ensuring that every meal is fresh, seasonal, and minimizes carbon footprints. Many restaurants collaborate directly with nearby farms, ensuring that seasonal ingredients shine, while also reducing food miles and supporting the local economy. The celebrated restaurant Subterra embraces zero-waste, hyper-local sourcing, and creative cooking techniques to redefine what it means to dine in wine country.

Outdoor Pursuits in the Heart of Wine Country

Surrounded by rolling hills, lush forests, and rivers, Newberg is the perfect base for exploring Oregon's great outdoors. Chehalem Ridge Nature Park, a local treasure, offers miles of hiking trails through forests and meadows, with breathtaking panoramic views of the valley and distant mountains. Rogers Landing, a riverside park with walking paths along the Willamette River, is great for bird watching and peaceful strolls. For those who prefer a dose of soft adventure on two wheels, a guided bicycle tour along scenic byways provides cyclists with routes that meander through vineyards, farms, and woodlands, with rewarding winery stops. If water sports are more your speed, the nearby Willamette River's calm waters are perfect for kayaking, jetboating, canoeing, and paddleboarding. For a 360-degree view of the Willamette Valley, a hot air balloon ride takes guests on a floating adventure to view the stunning landscape of the rolling vineyards, lush farmland, and the distant Cascade Mountains, all bathed in the soft glow of early morning light.

Indulge in the Quite Luxury of Newberg

Newberg is a sophisticated wine country destination offering a quite luxury experience that caters to discerning travelers looking for exclusive experiences and personal enjoyment. The Allison Inn & Spa is timeless resort that embodies refined luxury with impeccable service, a full-service spa, and a fine dining restaurant. Luxury extends beyond just the accommodations—Newberg's prestigious wineries offer upscale tasting experiences in VIP tasting rooms or private seated tastings with views of the surrounding vineyards. Private guided wine tours provide a truly elevated wine experience, and those seeking adventure can soar above the vineyards of Oregon on a hot air balloon ride that include a gourmet champagne breakfasts post-landing. Newberg's downtown features a selection of boutique shopping experiences and art

galleries, where visitors can find everything from local artisan goods to one-of-a-kind art pieces and unique gifts. For those seeking culinary indulgence, Newberg's fine dining scene rivals that of any major city. Newberg cuisine is all about pairing exceptional cuisine with world-class wines in stunning, vineyard-adjacent settings.

Discover the Rich Art and Culture Scene in Newberg

With a growing community of artists, Newberg brims with creative energy and the town is quickly emerging as an art destination where you'll find small-town artistry flourishing. Newberg's art scene reflects the region's natural beauty, offering contemporary art galleries, artisan studios, public murals, immersive cultural events and whimsical sculpture installations. Art Elements Gallery features the work of over 50 artists, all revolving around Oregon's beauty and bounty. The Chehalem Cultural Center, which recently opened a new Performing Arts Wing, is dedicated to enriching the community through diverse cultural experiences and hosts many events throughout the year. The town's signature ARTwalk event, held throughout the year, showcases local talent and provides a space for artists and visitors to connect. With local wineries frequently hosting art exhibitions and collaborations, Newberg is cultural hub where creativity and community blend together like fine wine.

Newberg, A Wellness Haven Amongst the Vineyards

Newberg is known for its wineries, but it's also a burgeoning wellness destination. From boutique wellness resorts and centers offering yoga, meditation, and farm-to-table cuisine, to innovative spa experiences and local healers specializing in everything from naturopathy to energy work, the town is fast becoming a haven for those seeking both physical and mental rejuvenation. Surrounded by lush hills and tranquil forests, the landscape here provides an ideal backdrop for hiking, forest bathing, and mindfulness practices. Whether it's a rejuvenating hike or a restorative walk along the quiet vineyard trails, there's a deep connection between wellness and nature that the area promotes. Newberg's unique twist is that guests can enjoy wellness and wine in one immersive, rejuvenating experience. Local wineries embrace sustainability and balance, offering mindful wine-tasting experiences that encourage slow savoring, connection with the land, and an appreciation for balance in all aspects of life. Many wineries now offer outdoor yoga sessions in their vineyards, blending the tranquility of yoga with the beauty of a vineyard setting.

Media Contact: Emele Hibdon, Taste Newberg Public Relations,
PR@tastenewberg.com, 808-741-2895