

TASTE NEWBERG

Taste Newberg Invites Visitors on a Local Lavender Trail

Through self-guided tours, Newberg offers lavender lovers a feast for the senses

Newberg, Oregon (July 15, 2020) — This year would have marked the 16th annual **Willamette Valley Lavender Festival** & Plein Air Art Show, taking place at the Chehalem Cultural Center in Newberg. But while the art show moved online this year due to COVID-19, picturesque lavender fields in Newberg continue to bloom, and remain open to welcome those looking for a respite from the city, with u-pick experiences, farm tours and more. Whether due to its optimal climate for growth (drawing parallels to France, similar to grape growing), or the reputation of the festival for drawing fans of the calming purple herb, Newberg has become a hub for all things lavender from **July through early August**.



Photo by Ron Miller, courtesy of Taste Newberg

Taste Newberg has created a self-guided tour to experience the town's lavender trail, with a number of delicious, socially distanced stops for flowers, treats (pastries, drinks, ice cream and other confections)

and an abundance of locally-made self care products that promote health and wellness. The self-guided lavender trail can be found here tastenberg.com/lavender_festival

Wayward Winds: One of the largest lavender fields in Oregon, this breathtaking farm offers u-pick, plants and bouquets, a lavender maze, abundant photo ops, lavender wreath-making classes, and lavender refreshments--including nine different varieties of sno cones and Italian sodas. This higher elevation farm is open daily through August 9 this year, with free admission.

Chehalem Flats Farm Market: This lavender farm offers u-pick and fresh bouquets, as well as locally-made lavender products. As summer progresses, the farm sells seasonal produce, including tomatoes, figs and more.

Cream Northwest: This Newberg ice cream company makes seasonal, small-batch flavors, served from their ice cream truck, and their scoop shop inside **Chapters Books and Coffee**. Current lavender flavors are Lavender-Blueberry Ice Cream, and Blueberry Lavender Lemonade Sorbet.

Coffee Cottage: Downtown Newberg's local coffee roaster (with a recently renovated interior and expanded outdoor garden seating), bakes fresh Lavender-Rosemary Scones each day, and currently features house-infused lavender, or lavender-rosemary syrups that can be added to iced or hot drinks of your choice. They also have a drive-through for quick stops on the way to lavender-picking, right on the highway.

Herbs in Jars: Newberg's local apothecary and acupuncture clinic blends numerous loose-leaf teas, tinctures and other wellness products, many utilizing the benefits of lavender for health and healing,

The Little Lavender Shop: The Little Lavender Farm partnered with Pollinate flower farm to open a jewel-box of a flower shop tucked in a downtown Newberg alley. Little Lavender Shop features lavender bouquets, and an array of lavender-centric culinary, home, bath, and body products made at their nearby farm.

Simple Alchemy is a local eco-conscious home and body care company, who make multiple body care products containing lavender, such as their Matcha Lavender Solid Lotion. Their products are for sale at Chapters Books and Coffee as well as **Pulp & Circumstance** in downtown Newberg.

Wolves & People: The award-winning farmhouse brewery on a hazelnut farm, reopened their beer garden with expanded seating, all-outdoor ordering, and a snack menu which includes "Purple Haze," a lavender-infused goat cheese to enjoy with crackers and a glass of farmhouse ale.

Victoria's Lavender: This local line of luxury lavender products are made in Newberg with natural ingredients, with properties beneficial to body and soul. Items from Victoria's Lavender's extensive selection can be purchased locally at **Rain Dance Vineyards**.

Stay locally to take in Newberg's lavender glory:

Chehalem Ridge Bed & Breakfast is within walking distance of Wayward Winds Farm and provides an idyllic respite in Oregon wine country with spectacular views of the Chehalem Valley.

Rooms Upstairs at Pulp & Circumstance: These stylish guest rooms in the heart of downtown Newberg are located upstairs from one of Newberg's premiere lifestyle boutiques, set in a charming 100 year old Victorian home. It's an ideal walkable location to stay for those who enjoy strolling to restaurants, shopping and wine tasting rooms, and happens to sit across the street from the outdoor **Newberg Wednesday Market** (4-8pm).

The Allison Inn: The luxury resort and Jory restaurant in Oregon wine country reopened in early June with great care and extensive, detailed cleaning procedures. In-room amenities include lavender-infused bath salts, lotion and soap.

About Taste Newberg

Taste Newberg is the official online travel resource and Destination Marketing Organization (DMO) for Newberg, Oregon. Newberg is the gateway to Oregon's Willamette Valley, the first Yamhill County town on Oregon's Route 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 tasting rooms within walking distance of one another downtown. Newberg's charming, walkable downtown is dotted with owner-operated restaurants, cafés, locally-owned galleries and shops, as well as the Chehalem Cultural Center, George Fox University, and the Hoover-Minthorn House, the only presidential site in the Pacific Northwest. Newberg's peaceful, picturesque surroundings can be enjoyed through vineyard tours, river paddles, hikes, walking trails, golf, cycling, hot air balloon rides, scenic drives, or a simple picnic in one of Newberg's many parks. Learn more at Tastenewberg.com and on social media:

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