
Oregon Tourism

WHAT'S NEW



We've discovered some tasty new Oregon treats for you to savor, sip and share!

She Flies With Her Own Wings

Brewer, distiller, winemaker: three occupations that have historically been male dominated, but in Oregon there are some fierce women shaking up the craft beverage industry (and beyond). Take Portland's newest craft distillery, [Freeland Spirits](#). This is one of the few women owned and operated distilleries in the world. Owner Jill Kuehler is always looking for additional ways to incorporate more women in their business, so Freeland is partnering with female-led [Carman Ranch](#) in Wallowa County to grow grain (and soon to be rye) for their Freeland Whiskey. In the Willamette Valley and Southern Oregon, [women winemakers](#) like Remy Drabkin of Remy Wines, Rachel Martin of Red Lily Vineyards and Ashley Campanella of EdenVale Winery are (grape) stompin' their way to success. And when it comes to craft beer, two of Oregon's largest breweries have female brewers—[Tonya Cornett](#) of 10 Barrel and Veronica Vega for Deschutes Brewery. In Oregon we proudly celebrate the women of the craft—from the gals who grow the grain to those who stomp the grapes, we give three cheers to our women makers and shakers in Oregon.



Ladies of Freeland Spirits- photo by John Metcalf

Mural Magic in Oregon

If you paint it, they will come. Seven rural communities around the state are now home to hand-painted murals after the launch of the [Oregon Mural Trail](#). Inspired by the [Only Slightly Exaggerated](#) campaign's artwork—whimsical scenes of forests, mountains, vineyards, rivers and more—visitors are offered a larger than life glimpse of Oregon's magic. Travel Oregon invites everyone to hit the road and explore the Oregon Mural Trail. While doing so, we encourage you to immerse yourself in the destination and discover the people and places that make these communities so special. As you follow the trail, share the magic using the hashtag [#OregonIsMagic](#).



Oakridge mural- photo by Sara Morrissey

Hit the Byways

Did you know Oregon has more [National Scenic Byways](#), All-American Roads and State Tour Routes than any other state in the nation? Spanning more than 3,000 miles combined, these byways, roads and routes cover six

distinct landscapes and include numerous historical and cultural landmarks—so many inspirational story nuggets to experience along the way. In 2018, Oregon designated three new Scenic Byways, all of which are beautiful trips to take year-round. So, check out the links below to get you (and your readers) inspired to hit the road this season.

- [McKenzie River Scenic Byway](#)
- [Marys Peak to Pacific Scenic Byway](#)
- [Trees to Sea Scenic Byway](#)



Marys Peak to Pacific Scenic Byway- photo by Willamette Valley Visitors Association

You Are So Gorge

A sweet, new (yet nostalgic) restaurant has opened at mile marker zero of the Historic Columbia River Highway: [Sugarpine Drive-In](#). Set on the banks of the Sandy River just outside of Troutdale, husband and wife chef team, Ryan Domingo (Pok Pok) and Emily Cafazzo (Beast) have opened a destination drive-in restaurant offering a variety of classic American comfort foods with a “Portland foodie” twist—waffle grilled cheese sandwiches, foot-long Olympia Provisions chili dogs, and seasonal adult slushies are just a small sample of the tasty treats in store. After opening in July 2018, this place has already become a local (and [Instagram favorite](#), #youaresogorge) of the Columbia River Gorge region. To celebrate the changing of the seasons, Sugarpine is launching their winter menu on Nov. 29 and will have a waterproof, heated tent to keep everyone cozy during the colder months.



Sugarpine Drive-In- photo by Joshua Chang

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