



Burgerville Celebrates 65 Years!

2026 Press Kit

All photos referenced below, plus additional images, are available for use via this [Dropbox Link](#) or linked below. Please credit Burgerville, LLC.

Introduction

We're delighted to share that this month marks Burgerville's 65th Birthday! That's 65 years young, if you will. Decades of serving fresh, locally sourced burgers, shakes and fries plus seasonal favorites across Oregon and Washington. Our longevity isn't just a trip down memory lane – it's proof that staying true can still feel fresh!

In this press kit, you'll find company details, usable images for your use, and historic milestones. For additional information or questions, please reach out to the press contacts listed below.

Thank you,
Burgerville Team

Fast Facts

- Burgerville first opened its doors on March 10, 1961.
- The company now has more than 40 locations across Oregon and Washington.
- In 2025, Burgerville opened new restaurants in Salem, Central Oregon (first in the region!) and Woodburn.
- Burgerville serves more than 200,000 pounds of Walla Walla Sweet Onions annually.
- 75% of Burgerville's menu is sourced from local farmers and producers.
- Throughout 2026, Burgerville is featuring throwback menu items – voted on by fans – starting with the beloved Lime Frosty Shake, available now through early April.
- On March 10th, Burgerville celebrates its birthday with decorated restaurants and:
 - o Special birthday pricing at all locations, all day:
 - \$1.65 Regular Classic Fries
 - \$1.65 22 oz Fountain Drink
 - \$2.65 Original Cheeseburger
 - Free Kid's Cone
 - o Birthday collectible sticker
 - o A prize sweepstakes for loyalty members – details available via the Burgerville app

Photos for Use (See Dropbox Folder linked above for more!)

Birthday Images 🎂	Details/Caption
 <p data-bbox="386 688 613 722">Birthday Imagery</p>	<p data-bbox="850 478 1393 546">Burgerville is celebrating 65 years of serving local with love on March 10, 2026.</p>
 <p data-bbox="423 1115 581 1148">Lime Frosty</p>	<p data-bbox="850 869 1393 1008">The Lime Frosty Shake is the first of several throwback items that will be featured on menus throughout the 65th birthday year, as voted for by fans.</p>
Historic Images	Details/Caption
 <p data-bbox="250 1610 753 1644">Burgerville's Founder George Propstra</p>	<p data-bbox="828 1331 1412 1503">Vancouver restaurateur, George Propstra, founded Burgerville in 1961. Retiring in 1992, George's son-in-law, Tom Mears, took the reins, and the Mears family remains owners and board members of Burgerville to this day.</p>



A Burgerville crew member working in the kitchen in late 90's.



Burgerville hosted local car club "Cruise Ins" where club members would show off their classic cars and mingle with guests.

Burgerville "Cruise In"



For decades, Burgerville has served as a spot for reunions, birthday parties, celebrations and more.

Burgerville Party

Company News

Details/Caption



Burgerville CEO Kyle Welch

Kyle Welch, a Burgerville board member and longtime restaurant entrepreneur, began as CEO in February 2026.



Salem, Oregon Burgerville Restaurant

Burgerville's expansion includes updated restaurants, like this newly opened location in Salem, Oregon.

Menu Items

Details/Caption



Walla Walla Onion Rings

Every year, Burgerville serves hundreds of thousands of pounds of its popular seasonal, the Walla Walla Onion Rings.



Grass-Fed Sweet Onion Cheeseburger

As part of its commitment to sustainability, Burgerville is introducing its latest eco-friendly burger this year: The Grass-Fed Sweet Onion Cheeseburger.



Everyday Menu Bounty

For 65 years, Burgerville has served classic burgers, shakes and fries made from locally sourced ingredients.

Company Milestones

- **March 10, 1961:** The very first Burgerville USA opens in Vancouver, Washington, with a simple vision: delicious food, served quickly with care. Over the next few decades, Burgerville grew to 40-plus restaurants throughout Oregon and South Washington, and in the process, redefined what quality quick-service food should be.
- **From the beginning:** Burgerville started using fresh ingredients for everything from the beef in burgers to the strawberries in shakes. The company prioritizes local ingredients (shout out to Country Natural Beef, Franz, Tillamook and Face Rock Creameries and Locati Farms to name just a few), getting to know dozens of farmers, ranchers, makers and producers around the region.
- **2000s:** Burgerville works to reduce its carbon footprint by testing compostable packaging and offsetting the restaurants' energy use with renewable power from the Pacific NW for 100% of electricity needs.
- **2001:** Burgerville pioneered a new kind of children's meal that contained actual seeds instead of disposable toys, giving customers the gift of starting gardens together.

- **2004:** Burgerville partnered with the cattle ranching co-op Country Natural Beef in Redmond, Oregon. Coming together with Burgerville helped Country Natural Beef expand their business, bringing more regional small family ranches into the Co-Op.
- **2018:** Carman Ranch in Wallowa, Oregon partnered with Burgerville to support the restaurant's supply chain in bringing delicious, grass-fed, grass-finished beef to the menu.

Large Community Impact Support

- **March 2020:** When COVID began, Burgerville quickly launched [Burger Breaks](#) – a way for our customers to “burger it forward” by donating NW Cheeseburgers, which Burgerville then matched with two additional burgers. Customers also nominated organizations to receive burger breaks.
- **September 2020:** [Burgerville Teams Up with United Way to Support Wildfire Relief](#)
- **Brought back fundraiser nights in 2022:** To keep community connection strong, Burgerville restarted Community fundraising nights for local schools and organizations. 20% of sales generated are donated back to the organization hosting the fundraiser night.
- **November 2025:** When SNAP benefits were interrupted, Burgerville donated more than 16,000 kids’ meals across Oregon and Washington and donated more than \$25,000 to local food banks with the help of donations from customers rounding up their totals at checkout.

Expansion Timeline:

- **2014:** The newly remodeled [PDX airport location](#) reopened, greeting travelers to-and-from Portland, Oregon.
- **2016:** Burgerville opens new restaurant in Corvallis, Oregon.
- **May 2024:** [Burgerville partners with local investors](#) to grow its focus on fresh, local and sustainable food, and open new restaurants in the PNW.
- **August 2024:** Burgerville opens first new restaurant in eight years in Wilsonville, Oregon.
- **April 2025:** Burgerville opens a new restaurant in Salem, Oregon.
- **June 2025:** Burgerville opens in Bend, Oregon, the restaurant’s first Central Oregon location.
- **September 2025:** Burgerville opens a new restaurant in Woodburn, Oregon.

Social Media Channels

- Facebook: [@Burgerville](#)
- Instagram: [@Burgerville](#)
- TikTok: [@Burgerville_Official](#)

Media Contacts:

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