

# PASSPORT TO TASTE

## Passport to Taste FAQs

### 1. What is Passport to Taste?

Passport to Taste is your ticket to experience the world's premier wine and craft beverage destinations. Whether you are tasting over a single weekend or every month of the year, you will enjoy complimentary tastings at leading wineries, breweries and cideries, and distilleries and find something for both novices and aficionados alike.

### 2. What are the benefits of the Passport to Taste program?

Each Passport to Taste offers a full year of complimentary tastings at a variety of wineries and tasting rooms throughout a region. Depending on your Passport region, your experience may include wineries (minimum of 3 tastings), breweries (flight of 3 tastings or 1 full pour), distilleries (flight of 3 tastings) and cideries (flight of 3 tastings). The value of all those tastings is over \$600. In addition, most offer a discount to Passport users on their purchases.

### 3. Why do I need to activate and sign my Passport before using?

Activate and sign your Passport prior to your first visit to a participating tasting room. This allows the winery to easily identify you as a Passport program member. If the tasting room staff can't scan your Passport, it may delay your tasting. Activating is quick and easy. Simply go to [www.PassportToTaste.com/Activate](http://www.PassportToTaste.com/Activate) and with just a few steps, you'll be ready to tour.

### 4. Why do tasting rooms ask to scan and stamp my passport?

Each Passport is valid for one visit to each participating tasting rooms. Scanning and stamping your Passport is how we confirm that each tasting has been redeemed.

### 5. Can I use my Passport at participating locations more than once?

Passports can be redeemed for one visit at each of the participating wineries. For future visits, you can enjoy a tasting by paying the standard tasting fee.

### 6. Can a Passport be shared or used by different people?

No. The Passport is not designed to be shared by multiple people. Each Passport is assigned to a single individual to use throughout the year for one complimentary tasting at each tasting room listed.

### 7. When is the best time to go tasting with my Passport?

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If possible, it's best to use your passport during off-peak hours and days to avoid crowds and minimize waiting. Fridays after 4 p.m. and weekends are busiest. Call ahead or check online for hours of operation at the wineries you plan to visit, as they can be slightly different for each tasting room and change seasonally.

## 8. What if I'm bringing a large group?

All of the wineries, breweries, distilleries and cideries require a reservation for groups of **8 or more**. It's also a good idea to call ahead if you're planning on tasting at a peak time (Friday evenings and weekends), even if you're a smaller group.

## 9. Anything else I should keep in mind when tasting?

Tasting rooms are intended to host many guests in a day. If you are planning to stay and socialize after your tasting, please consider purchasing an additional glass or a bottle to share with your group.

The Passport is your ticket to discovering great tasting rooms and craft beverages, and finding products that you will enjoy time and time again. Purchasing a bottle or case, joining the club, or simply tipping your server all help to support the wine and craft beverage community!