



### How does the Passport work from the winery side?

1. TASTE Passports are purchased online.
2. Kimberly will provide each winery with a number of passes to have on hand for sale (\$65.00 plus GST) and fulfillment for ticket holders.
3. You will also receive a roadside banner to place at your entry point as a means of wayfinding and helping to identify TASTE Passport wineries.
4. Customers receive an email confirmation. There is a QR code on their confirmation which serves as their Proof of Purchase. In essence their ticket.
5. When they arrive at their first winery stop, they must present their email confirmation, which you will need to scan. **You will be provided with a step-by-step instructions for the platform.**
6. If you are unable to scan their email confirmation, please write down the number or take a picture and send Kimberly a text and she will update their account. It is important that passes are accounted for.
7. You will provide them with their Passport. There are two Passports; one for Saturday and one for Sunday. (Creative for each is attached so you can familiarize yourself with the pass.)
8. Each Passport has 6 perforated vouchers, and they must provide you with one for each experience. You will find people sharing a Passport. We will not encourage this, but it will happen.
9. Keep the vouchers, as you will need to complete a form with the number collected along with an invoice for the redemptions at the end of the weekend.
10. Please review the wineries that are offering the Passport and note where you are located along the route. This will help you to determine where folks will likely start and end. The way the experiences are listed is also a pretty good map. As there are 11 participating wineries, Passport Holders will be encouraged to plan their itinerary.
11. Kimberly will provide a count of passes sold on October 26<sup>th</sup>.
12. Redeemed vouchers, remaining Passports and the Banners will be picked up the week following the event.

### TASTE Passport FAQs (commonly asked questions from TASTE Passport holders)

#### It is important to relay this information to your front of house or admin team members as people will call wineries directly

#### **I will be visiting wineries with a group of friends. Do they each need a TASTE passport?**

- It is recommended that each person who is interested in participating in the TASTE passport and tasting experiences will each require their own passport. This helps the winery partners to ensure they have the appropriate quantities. Each passport offers 6 tasting experiences per pass.

### **How do I know how much time to book in between tastings?**

- With any wine tour, it is recommended to plan ahead and determine the distance in between each stop. Each TASTE passport experience is expected to take approximately 45 minutes.
- We recommend you select the 6 tasting experience you would like to enjoy, and then use Google Maps to help determine how much time and distance is in between each stop. We recommend starting your first winery at the earliest time slot (12:00 pm).

### **How much time should I allow for each tasting experience?**

- We recommend at least 45 minutes at each location to allow for time to enjoy the experience and purchase wine from the tasting room.

### **Do I need to book each tasting experience in advance?**

- No but you should purchase your TASTE Passport in advance to avoid disappointment as Passports are limited.

### **Do I have to visit all 6 stops in one day?**

- Yes. But you can choose to purchase one for Saturday and one for Sunday. And these are 2 unique wine regions to explore.

### **How do I redeem my TASTE Passport?**

- Present your emailed confirmation at your first winery and receive your TASTE Passport. Each Passport includes 6 vouchers, which are perforated for you to tear off in exchange for your experience. Experiences are curated for one person and the wine and food bite when paired are not large enough to be shared. However, Passports can be shared between two people.

If there is anything that I have missed, please do not hesitate to contact me. 250-864-4139 or [kimberly@thewinefestivals.com](mailto:kimberly@thewinefestivals.com)

Thank you for helping to create an incredible wine country experience.

Kimberly Hundertmark