



WINES OF THE
SANTA CRUZ MOUNTAINS
SINCE 1868

Passport Program Frequently Asked Questions

What is the Passport Program?

Over the last 25 years the passport program has become a beloved tradition among wine lovers of the Santa Cruz Mountain AVA. The Santa Cruz Mountains Wine Passport is the ultimate way to explore the region's award-winning wineries. This exclusive pass provides access to over 35 participating wineries, each offering unique tasting experiences and unparalleled views of the surrounding mountains. The Passport Program is comprised of a physical booklet or a digital passport, which can be purchased via the Wines of SCM app. Passport is valid 1 time per participating winery. Celebration Days are also held several times per year to celebrate the wines of our region. Passports are available in a physical printed version and mobile Wines of SCM app version.

How to purchase the printed Passport booklet?

Printed Passports can be purchased on the winesofscm.com website. Please allow 2 weeks for shipping and handling. You can also purchase Passports at participating wineries, we recommend calling the winery you plan on visiting first to confirm they have Passports in stock.

How to purchase the mobile Passport?

Download the free Wines of SCM App from the iTunes App store or Google Play store. Once you have downloaded the Wines of SCM App you have the option of making an in-App purchase of the mobile Passport, which gives you the opportunity to redeem Passport tastings on your mobile phone instead of a physically printed Passport booklet. You will be required to create a login before you can make your purchase. Once you purchase your mobile Passport you will instantly be able to taste at any participating winery.

Is the app the same as the book?

Yes, the new mobile Passport is a digital version of the printed Passport booklet. It has all the same benefits of a printed Passport booklet. Please note: buying one format does not give you access to the other. For example: buying a physical booklet does not give you access to the mobile passport and vice versa.

Should I buy the mobile Passport or the printed Passport booklet?

Do you enjoy the ease of having your Passport readily accessible on your mobile phone? Or do you like the feel of a physical Passport booklet? Whichever option you select is based on your personal preference.

Do Passports Expire?

Yes, both mobile and printed Passport booklets are valid for 1 year. On the mobile Passport you will receive an in-App notification 30 days before it expires. Once it expires, you will have the option to renew it in the SCM Wine App. Printed Passports will be stamped during purchase with the expiration date 1 year from the mailing date. Passport booklets need to be purchased online at winesofscm.com/passport

What is Passport Celebration Day?

Several Passport Celebration Days are designated each year, and on these days, Passport wineries put in extra effort to make your visit unique and enjoyable. Passport Days are a great way to meet your fellow oenophiles and Santa Cruz Mountains wine lovers, as well as winemakers and vintners. It's also a chance to visit those exclusive wineries that are only open to the public on celebration days. Please check out website for the current year's celebration dates.

Can I only use it on Passport Celebration Days?

No, you can use it any day of the year that participating wineries are open. See each wineries page in the passport booklet for specific details.

Are reservations required?

Each participating winery sets their own specifications for passport reservations. While most accept passports anytime they are open and do not require reservations several wineries do require reservations. Please check the winery's page in the passport booklet prior to arriving. A winery may have restrictions such as group size and acceptance days. These restrictions are provided under their Passport listing in the book, on our website or on the Wines of SCM app.

How do I know which wineries participate in the SCM Passport?

Participating wineries and their hours will be shown in the Passport section of the Wines of SCM app and on each page of the printed Passport booklet.

I've purchased the Passport booklet; how do I redeem my tasting at the winery?

When you're ready to taste wine, find the winery's page you want to visit in the booklet, verify their hours and tasting details. If a reservation is required, contact the winery and mention you're a SCM Passport holder (so you're not charged a tasting fee). Once you arrive at the winery of your choice a tasting associate will stamp their page in your passport and walk you through a tasting flight. Passport must be presented at each winery to redeem your Passport experience. If you don't have your passport you will be charged a tasting fee. One Passport per person / per tasting / per visit - no sharing allowed.

I've purchased the mobile Passport; how do I redeem my tasting at the winery?

Once you're ready to taste, pull up the winery you're at in the Passport section of the App and notify your host. They will tap the redeem button and confirm your redemption. Once the Passport has been marked as redeemed it cannot be changed, so make sure your host redeems it. **Please do not redeem it yourself!** One Passport per person / per tasting / per visit - no sharing allowed.

Can I bring my dog or children?

While some wineries are pet and family friendly you should always check with each winery to verify before you arrive.

How do I know how long I have left on my mobile Passport?

To see when you purchased your 1-year subscription visit the App store and find my subscriptions under your profile. You will also receive an in-App notification 30 days before it expires.

Do you want to be notified of Passport events and offerings?

Stay Connected - Subscribe to our passport e-newsletter, follow us on social media or check our website for upcoming events which includes events that wineries are hosting in addition to the planned passport celebration day activities. Also, be sure to get added to your favorite wineries e-blast list so you're notified of their events.

What if a winery is closed?

SCWMA makes every attempt to collect valuable information about the winery leading up to a Passport day. This includes winery closures, events and anything else that may be of importance to make your visit truly memorable without causing any inconveniences. If a winery is closed when it's listed, it's open please notify us so we can get it resolved right away.

What if I have a question that was not answered here?

Please contact SCMWA staff at 831-685-8463 or contact@scmwa.com