

PASSPORT TO TASTE

Passport to Taste FAQs (BtoB)

1. Why Passport?

In 2015 Woodinville Wine Country was looking for a way to help their membership market their wineries, breweries and distilleries to a new audience and help them generate new customers for their products and experiences. Sold through participating Costco locations, the Passport to Taste, now in its fifth year, has grown in popularity and is now expanding to additional markets to help to bring new customers to tasting rooms year-round. Through this program, we are bringing wine consumer to wineries that are unique and off the beaten path, funding local wine associations promotions and events, and ultimately building a bigger, stronger community. Additionally, when consumers activate their Passport, we are gathering information to build an Association email list for marketing/communication.

2. What do I do when they haven't activated?

We ask that members activate their Passport prior to the first use. Having members activate their Passport is important to the Program. Activation data allows tracking and monitoring of the overall success of the program. We understand that your highest priority is to give visitors a great wine experience, so if they come into your Tasting Room and they haven't activated their Passport, just hand them an activation card and remind them how easy it is. On any phone or web-enabled device they can be activated and ready to taste in minutes! If you have questions about your CellarPass account or need a refresher course on Passport Activation, [click here to access the Passport CellarPass FAQs](#) or [here to access the Passport CellarPass Tutorial](#).

3. Why is it important to scan their passport?

Activation and scanning go hand in hand for understanding traffic trends, controlling volume, ensuring a single use in your TR/preventing multiple uses, and ensuring reliable data to understand overall program success. When you check in Passport holders, they are automatically assigned to your CellarPass account where you can access contact information, send marketing offers and program tracking using the Passport Check-in Report. For a refresher course on Passport activation and scanning, [click here to access the Passport CellarPass FAQs](#) or [here to access the Passport CellarPass Tutorial](#).

4. Are there alternatives to scanning the passport when we are busy and/or a new employee can't figure out how to scan?

We have provided some printed templates on which you can record the Passport code numbers manually and enter into the system at a later time.

5. Why is it important to sign off/cross by your logo in the passport book?

How you choose to mark your logo in the Passport is up to you – it can be a stamp, signature, or stick figure drawing of your choice. The important thing is that you indicate in some way that your TR has redeemed the free tasting and the

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square is now “used”. This important step will save you time if and when a Passport member returns to your TR and attempts to use the Passport a second time. They may not realize that it was scanned and used; the marking in the box is how they will know that it’s one they have used before. When you attempt to scan them a second time, the CellarPass system will indicate that the tasting has already been redeemed. By marking the square the first time, you are saving both you and the customer time and confusion in the future.

6. What do I do if someone already has a stamp in our square/has already visited with their passport?

If a customer hands you their Passport and you discover that it has already been scanned and marked, tactfully inform them that it has already been used and then let them know what you can offer them instead. You may choose to offer them to your standard tasting lineup, being sure to include information about the tasting price and whether or not the fee is waived with a purchase. You may choose to offer them an additional taste with the paid lineup, as a nod to their Passport membership.

7. Can a Passport be used by a different person/can it be shared/interchangeable?

The Passport program is not designed to be shared by multiple people. One passport is assigned to a single individual. Each passport is tied to a name and email through Cellar Pass at the point of activation. Ensuring that a customer Passport is activated, signed by the user, scanned by your tasting room staff and marked as redeemed will prevent misuse.

8. What do we do with groups larger than 8 who haven’t made a reservation?

As you would with any customer, be courteous, respectful and polite when you let them know that you would be happy to schedule them for another time. It is possible to gracefully turn them away without damaging the customer experience. If you can accommodate them at a later time, you might refer them to a nearby winery or restaurant and invite them to return after.

9. Are there tools available to help me train my staff/ new staff members? How can I get new employees up to speed quickly?

We have provided a USB drive of training materials that staff members can review for onboarding or a refresher on CellarPass. For Technical questions regarding scanning or registering Passports, reach out to CellarPass support and for general inquiries feel free to reach out to your team at Woodinville Wine Country.

10. How are we educating the Passport holder to help them become great consumers and establish long-term relationships?

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In response to the increased level of participation and redemption by our Passport customers, we are sending out regular education pieces to the consumer to help them understand the value that they hold in their hands with the Passport program. Our goal is to have every interaction between tasting room staffers and Passport holders be a positive one. These customer-facing communications sent from WWC to activated Passport holders will include reminders about what the Passport benefits are, how it works (activation, scanning, signature and redemption at each tasting room), what they can expect in various tasting rooms, and more.