



PremierPass Frequently Asked Questions

What is the new PremierPass?

The new PremierPass gives consumers the opportunity to visit 6 out of 20 premier wineries within the Santa Cruz Mountains AVA, Santa Clara, Santa Cruz and San Mateo counties for a premium tasting experience.

How to purchase the PremierPass?

Premier Passes are only available for purchase on our website, scmwa.com

Does the PremierPass Expire?

Yes, the PremierPass booklet is valid for 1 year from the date of purchase.

How many people is the PremierPass valid for?

Each PremierPass booklet is valid for 1 person.

Can the PremierPass be used more than once at each of the winery?

No, each pass is valid for one premier tasting at each winery per year.

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

Simply call your desired location to make a tasting appointment. Once the appointment has been scheduled write down the date and time on the corresponding page within the premier pass booklet. Once you arrive at the winery, the winery will sign and date your redemption page. **It is imperative that you bring your booklet with you to the experience so the winery can redeem the experience. Wineries can refuse to provide experience if you do not provide your booklet upon redemption.**

How do I know which wineries participate in the Premier Pass?

Participating wineries will be listed on our website as well as in the booklet.

Do I need to make reservations at a winery beforehand?

Yes, you are required to make an appointment at participating wineries in advanced. We recommend one week in advanced, but you can check each wineries specific page in the book for additional details & restrictions.

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

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