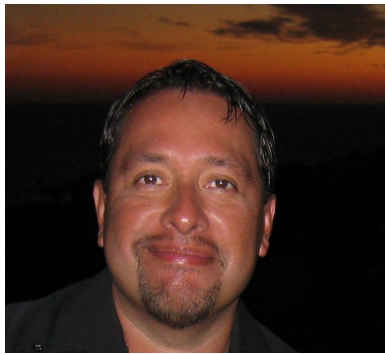




Renteria

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OSCAR RENTERIA, OWNER



IN 1993, OSCAR RENTERIA WAS PASSED THE TORCH AND ASSUMED PROPRIETORSHIP OF RENTERIA VINEYARD MANAGEMENT. OSCAR HAS CONTINUED TO CARE FOR THE HANDFUL OF DISTINGUISHED VINEYARDS HIS FATHER CULTIVATED AND PROGRESSIVELY INCREASED THEIR CLIENTELE. OSCAR WAS BORN IN ST. HELENA IN 1967, AND GRADUATED FROM HIGH SCHOOL IN 1985, AND RECEIVED A BACHELOR OF SCIENCE DEGREE FROM ST. MARY'S COLLEGE IN MORAGA, CA IN 1989. HE IMMEDIATELY BEGAN WORKING FOR HIS FATHER AT THE RENTERIA VINEYARD MANAGEMENT COMPANY. HIS FATHER, SALVADOR RETIRED AND OSCAR BECAME PRESIDENT IN 1995.

RENERIA VINEYARD MANAGEMENT, INC. HAS BECOME THE THIRD LARGEST VINEYARD MANAGEMENT COMPANY IN THE NORTH BAY AREA. "WE MANAGE ABOUT 1,500 ACRES OF PRIME VINEYARD LAND, AND CONTINUALLY SEEK TO INCREASE THE QUALITY OF THESE GEOGRAPHICALLY DIVERSE VINEYARDS," SAYS OSCAR. HE HAS IMPLEMENTED NEW APPROACHES IN VINEYARD TECHNOLOGY. WHILE FATHER AND SON ARE ALWAYS HANDS-ON AND CLOSE TO THE FIELDS, OSCAR BELIEVES, "THAT THE INFUSION OF TECHNOLOGY IS A BENEFIT FOR THE FUTURE." BY COMBINING PRACTICAL, GENERATIONAL FIELD KNOWLEDGE WITH INNOVATIVE TRIALS AND EXPERIMENTATIONS, THE RENTERIA FAMILY HAS FOUND THE BALANCE TO PRODUCE THE FINEST GRAPES POSSIBLE.

RENERIA WINES, LLC PRODUCED ITS FIRST WINES IN 1997, AND PRODUCE ABOUT 2000 CASES ANNUALLY. PRODUCING AN AWARD WINNING WINE DOESN'T HAPPEN OVERNIGHT. BUT WITH VISION, THE INTEGRATION OF FAMILY, INNOVATION AND HARD WORK ANYTHING IS POSSIBLE. OSCAR BELIEVES, "WORK HARD, PLAY HARDER, IT'S IMPORTANT TO HAVE FAMILY AND FRIENDS AND TO CELEBRATE LIFE. A VINE IS LIKE A HUMAN BEING. . . A GRAPEVINE CAN BE FRUITFUL AND REWARDING, ASK TOO MUCH BY OVERPRODUCING AND THEY WILL RESENT IT THE FOLLOWING YEAR, PATIENCE AND KNOWLEDGE IS NEEDED FOR A LONG-TERM SUSTAINABLE RELATIONSHIP." OSCAR'S FAVORITE QUOTE BY OLIVER WENDELL HOLMES, "THE BLOOD OF THE VINEYARD SHALL MINGLE WITH MINE."

WHAT THE RENTERIAS HAVE PRODUCED AND WILL CONTINUE TO PRODUCE ARE WINES IN DEPTH, EXCELLENCE AND INTEGRITY, WINES THAT WILL CONTINUE TO REFLECT THE PERSISTENCE, PRIDE AND HERITAGE OF A NAPA VALLEY HISPANIC FAMILY."

THE RENTERIAS ARE BUILDING A WINERY AND A CAVE SYSTEM ON MT. VEEDER FOR THE FAMILY'S WINE LINE, RENTERIA WINES. WITH OSCAR RENTERIA ASSISTING, WINEMAKER KAREN CULLER PRODUCES 2,000 CASES ANNUALLY, MOSTLY CABERNET SAUVIGNON AND PINOT NOIR, AS WELL AS 700 CASES OF A SECONDARY CABERNET LABEL, SALVA TIERRA. THE GOAL IS 5,000 CASES A YEAR.

Renteria

SALVA
TIERRA

TRES
PERLAS