

The Rise of Renteria in Napa Valley



Salvador and his son Oscar

A family of wine growers, now a family of success

It has been said that success can come in many ways. For the Renteria's, an old Napa Valley family of growers, the true success has been wine and the love of the land. The essence of family, innovation and hard work is evident in the quality of the vine and the quality of the wine. And now, this great love has been passed to the next generation.

Salvador Renteria, a Mexican immigrant rose to become owner of his own vineyard, winery and vineyard management company, identifies as well as anyone, that the fruit of his hard labor parallels a great success story. Like the grapes he grows, Renteria's success came with triumphs of hard and steady work.



In 1962 at the age of 25, Salvador Renteria worked as a seasonal farmer and he lived in a labor camp and cooked his own food, cutting corners wherever possible. He made 30 cents per lug of grapes, which earned him \$20 to \$25 a day. At the end of each season he would return home with about \$400. Not bad, but not great. He returned to his barbershop in Guadalajara, Mexico, still dreaming the American dream.

When he returned, he went to Chicago. He cut hair, played pool and kept odd jobs here and there. After a couple of years he moved back to Napa Valley. "I came back because I loved farming," he says. Salvador Renteria arrived at Sterling Vineyards in 1962, working first as a field laborer, then as a vineyard supervisor.

He was there for ten years before he left to oversee the formative vineyards of Beaulieu Vineyards, Closé Pegas, Cuvaision and Silverado. At these vineyards, Salvador initiated novel vineyard experiments, which earned the notice of famed vintners such as Andre Tchelistcheff, Rick Forman and John Thatcher. At the urgings of these wine makers,

Salvador implemented some of Napa Valley's premier trials on trellising, canopy management and other innovative grape management techniques. Salvador had the great ability to focus and apply divergent wine making ideas into lower yielding, higher quality grapes. Because of this ability along with his Hispanic heritage, Salvador was also able to bridge cultural and communication gaps that were historically ingrained between wineries and the Vineyard workers.



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In 1987, based upon the high demand and stellar reputation of his winegrowing, Salvador started his own vineyard management company, Renteria Vineyard Management. At this time, it was one of the first Mexican-owned vineyard management companies in Napa Valley. Tending many of the most prestigious Napa Valley vineyards, Salvador quickly garnered a reputation for exceedingly high quality vineyard management a reputation his son Oscar would embrace and greatly build upon.



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 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.

Renteria Vineyard Management, Inc. has become the third largest vineyard management company in the San Francisco 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.

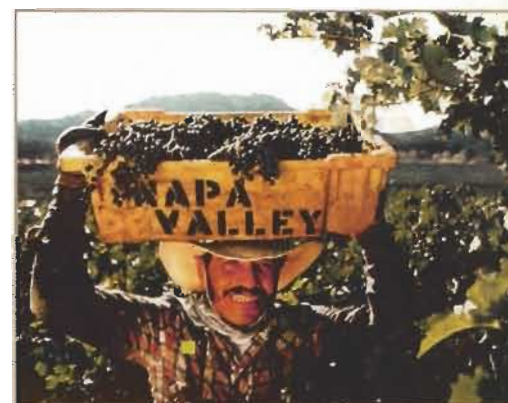
Renteria Wines, LLC produced its first wines in 1997, and produce about 2000 cases annually. Featured at the annual Napa Valley Wine Auction, the 1998 Napa Valley Cabernet Sauvignon rated high points.

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."



Annual Wine Auction



Grape picker at Napa Valley