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NORTHERN CALIFORNIA'S LARGEST NEWSPAPER

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Excerpted from:

Labels with roots in Mexico 13 companies represent a groundswell of Latino winemakers

by Carol Emert

Oscar Renteria, Renteria Wines, Napa

Arguably more than any other Mexican American wine family, the Renterias have "made it." Salvador Renteria, 66, immigrated in 1962 and became one of the most respected growers in Napa Valley, selling grapes to the likes of Williams Selyem and Rombauer Vineyards. His son Oscar has built the company to managing 1,400 acres and \$9 million in annual revenues. Oscar Renteria is building a \$2.5 million winery and a \$1 million cave system on Mt. Veeder for the family's wine line, Renteria Wines. With Oscar Renteria assisting, winemaker Karen Culler produces 1,100 cases annually, mostly Cabernet Sauvignon and Pinot Noir, as well as 400 cases of a secondary Cabernet label, Salva Tierra. The goal is 5,000 cases a year.

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