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10 Questions | Cesar Pimentel, Pimentel Vineyard Management

## **A dream realized: Family inspires viticulturist to start Napa Valley vineyard management business**

JENNIFER HUFFMAN [jhuffman@napanews.com](mailto:jhuffman@napanews.com) Jun 12, 2018

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Cesar Pimentel has operated Pimentel Vineyard Management for three years, has both large and small clients and offers viticultural technology as part of the business.

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“It was my dream to start my own company,” said Cesar Pimentel, owner and viticulturist at Pimentel Vineyard Management.

That dream began with grandparents Esteban Pimentel and Ruben Perez. The couple immigrated to the U.S. in 1950 from a little farming town of Churintzio in Michoacan, Mexico via the government “Bracero” guest worker program.

The rest of the Perez Pimentel family followed in 1985, settling in the Napa Valley.

Cesar Pimentel’s father, Ramon Perez Naranjo, found work in the Domain Chandon vineyards.

Ramon raised and instilled a passion for agriculture in his own son, said Pimentel.

After graduating from Napa Valley College and completing a viticulture internship at UC Davis, Pimentel found work at Robert Mondavi Winery, Constellation Brands and Inglenook Winery.

In 2017, Pimentel Vineyard Management was created. Perez Naranjo and Pimentel currently manage the business.

Clients included Bennett Vineyards in the Coombsville appellation and the Hess Collection vineyard estate in Napa and Sonoma.

**1. How many employees do you have and how many acres do you manage?**

Twenty-five employees. Right now (we manage) around 400 to 500 acres. I would like to have 800 or 1,000.

**2. Who do you most admire in the business world?**

Robert Mondavi, because he unveiled Napa Valley wine around the world.

**3. What is one thing you hope to accomplish in your lifetime that you haven't yet?**

Have all the equipment that is needed to manage the best vineyards in the wine country.

**4. What is one of the biggest challenges your business has faced?**

The last fire in Napa Valley was horrible for the wine industry and affected many residents of this area.

**5. If you could change one thing about the wine industry, what would it be?**

Better housing and conditions for agricultural workers.

**6. What can we do about the farmworker shortage?**

I think we need more help for housing. I would like more low-income houses for all people in Napa County.

**7. What's something people might be surprised to know about you?**

People may be surprised that I like to dance salsa and bachata music.

People may also surprised that I was one of the best soccer player in my little town in Mexico.

**8. What was your childhood ambition?**

My ambition was professional soccer player.

**9. Who is your favorite team/player?**

Team: FC Barcelona. Players: Diego Maradona and Lionel Messi from Argentina.

**10. If you could be anywhere right now, where would you be?**

I would like to be on the beach in Cancun, Mexico.

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To reach Pimentel, call 707-492-9922 or visit [pimentelvineyardmanagement.com](http://pimentelvineyardmanagement.com).

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## Jennifer Huffman

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Jennifer Huffman is the business editor and a general assignment reporter for the Napa Valley Register. I cover a wide variety of topics for the newspaper. I've been with the Register since 2005.