

HOSPITALITY & CATERING  
NEWS

## Rancho La Puerta Announces New Culinary Leadership

November 25, 2025

Rancho La Puerta, North America's original fitness resort and spa, is excited to announce the appointment of Executive Chef Segundo Romero and Head Chef Vivian Mercado. Together, the talented duo will usher in a new era for The Ranch's esteemed culinary program, uniting authenticity and wellness through a shared passion for seasonal, locally inspired cuisine.



(L-R) Segundo Romero and Vivian Mercado

"We're thrilled to welcome Chefs Segundo Romero and Vivian Mercado to our culinary team," said Eliezer Quinones, general manager of Rancho La Puerta. "Their depth of experience and shared philosophy around food as nourishment align perfectly with our commitment to wellness and mindfulness. With their leadership, guests can look forward to vibrant, seasonal menus that celebrate local ingredients and the restorative power of mindful dining."

Leading this next culinary chapter, Executive Chef Romero draws inspiration from his Argentine roots and lifelong belief in food as a bridge between culture, family, and well-being. At Rancho La Puerta, he crafts menus guided by the rhythm of the seasons and the bounty of the property's six-acre organic farm, Tres Estrellas. Romero's signature asado-style techniques embrace the balance between precision and spontaneity, using smoke, flame, and wood as natural extensions of flavor.

Guided by the philosophy that wellness begins with what we eat, Romero's menus emphasize balance, vitality, and joy. Guests can look forward to dining experiences that celebrate clean, thoughtful ingredients, and the simple pleasure of sharing food together.

Complementing Romero's approach, Chef Mercado brings a vibrant Baja sensibility and deep respect for the land to her role as head chef at La Cocina Que Canta, Rancho La Puerta's celebrated cooking school on property. A graduate of the Culinary School at the University of Baja California (UABC) in Ensenada, Mercado's early career took her through the region's diverse culinary landscape, from artisanal kitchens and wine country ventures to specialty coffee and bread-making.

After joining Rancho La Puerta as part of the Tierra Alegre Juice Bar team, Mercado quickly rose through the ranks to sous chef and now leads La Cocina Que Canta. Her dishes embody the beauty of Baja's local ingredients, blending nourishment and creativity.

Together, Chef Romero and Chef Mercado bring Rancho La Puerta's enduring philosophy to life, celebrating the connection between food, health, and togetherness.

# Segundo Romero has been appointed Executive Chef at Rancho La Puerta



Rancho La Puerta

2 min read · 25 November 2025

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For more information or to book a stay at Rancho La Puerta, please visit [www.rancholapuerta.com](http://www.rancholapuerta.com) or call 800-443-7565.

- [View Segundo Romero's LinkedIn Profile](#)

# Vivian Mercado has been appointed Head Chef at Rancho La Puerta



Rancho La Puerta

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Rancho La Puerta, North America's original fitness resort and spa, is excited to announce the appointment of Head Chef Vivian Mercado. She will usher in a new era for The Ranch's esteemed culinary program, uniting authenticity and wellness through a shared passion for seasonal, locally inspired cuisine.

Complementing Executive Chef Romero's approach, Chef Mercado brings a vibrant Baja sensibility and deep respect for the land to her role as head chef at La Cocina Que Canta, Rancho La Puerta's celebrated cooking school on property. A graduate of the Culinary School at the University of Baja California (UABC) in Ensenada, Mercado's early career took her through the region's diverse culinary landscape, from artisanal kitchens and wine country ventures to specialty coffee and bread-making.



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