The Giguiere family embodies Dunnigan Hills winemaking. In 1981 they pioneered grape-growing in this region when they planted their very first vineyard. By 1993 they'd succeeded in making the Dunnigan Hills a nationally recognized American appellation.

The Matchbook flame is an homage to the Giguiere brothers' youthful fascination with fire. Today Matchbook Wine Company produces over 15 wines showcasing the varietals that perform best in our warm, dry climate.
The Dunnigan Hills AVA is an American Viticultural Area that the Giguiere family created in 1993. Located in the northwest portion of Yolo County, California, the appellation is 89,000 acres of rolling hills nestled against the foothills of the Coast Range Mountains. The rocky soils and Mediterranean climate provide ideal growing conditions for wine grapes, but it is the upland geography that sets the appellation apart from its neighbors to east. The hills that rise above the Sacramento Valley to the west capture the cool breezes off the delta region and drop the nighttime temperatures by 40 degrees in the summer. This diurnal swing from daytime highs to nighttime lows allows the grapes to cool, preserving their natural acidity. An essential ingredient in growing premium quality wine grapes.

John & Lane Giguiere
Owners
- Toasted Head Brand
- Over 35+ years of wine growing/making success
- Managed Vincor USA Operations through 2005

Karl Giguiere
Owner/Vineyard Operations
- 45+ years of farming and agriculture innovation and experience
- 22 years of vineyard operations at R.H. Phillips
- 2005 Operations Manager of the Giguiere Family Vineyards and olive orchards

Dan Cedercquist
Head Winemaker
- UC Davis trained
- All-star winemaker with a Napa Valley and Russian River Valley background
- 30+ years winemaking experience
- 6 years at Stag’s Leap Wine Cellars
- 12 years at DeLoach
- 2006 Matchbook founding winemaker