

# TOUTSUITE

S O C I A L C L U B

## DIDIER LOUSTAU

Founder + President  
'An Unconventional Character'



While Didier Loustau has always had his finger on the pulse of the wine industry, he's never invested much stock in the accolades the industry who's who have bestowed upon him. Twenty-one years after coming onto the US wine and lifestyle scene, Didier is too busy staying on top of his game bringing a cutting edge wine experience to collectors and novices alike.

Born and raised in southwest France in the shadow of the Pyrenees, Didier's unconventional apprenticeship in wine and food began just outside Bordeaux at a private school in Gradignan, which specialized in all facets of the restaurant industry. His education went something like this: "classes in the morning, service at lunch, classes in the afternoon, another service in the evening, studies at night, parties until the early morning hours and back to class again."

After finishing his studies, Didier dusted off his passport and headed to Montreal "for five minutes" (not exactly there legally, he was asked nicely to leave). Then it was off to Guadeloupe, "back to France for half an hour, to Zinguinchor, Senegal, for two hours (had to leave the country rather quickly, if you know what I mean), to Martinique for ten minutes, London for another ten minutes and then to the US."

Didier landed in Chicago in 1989, but it wasn't until he arrived in Napa in 1994 that his unique expertise and skill – not to mention that charming French accent - helped establish Didier as a respected Bon Vivant in the Napa Valley. In 1997, Didier opened the first Dean & DeLuca on the West Coast and remained with the company as the senior wine buyer until 2004. He then opened DDC Shipping, LLC, an international wine shipping company specializing in very small boutique winery clients. That same year, Didier launched Loustau Wines & Marketing, a company founded upon the premise that scores of wine drinkers were missing out on mind blowing wines being made in minute quantities by talented individuals; artisans who invested their time, energy and (most importantly) their money in their craft rather than in getting their 15 minutes of fame.

A chance encounter with Susan Quinn in 2009 opened a new door of opportunity to engage with his friends and colleagues online. From the moment the two developed the ToutSuite concept, Didier saw the far-reaching implications of this new social commerce platform. There are few things Didier loves more than the creativity, camaraderie and constructive dialogues inspired by a good dinner party, round table or old-fashioned salon. The intimacy that comes from a communal gathering is, to his mind, transformative, and he thrills at the thought that ToutSuite's unique web video platform can bring that sense of community to luxury brands and consumers across the globe.

While he's quick to say that Susan is the brain and he's the heart, "She's the kitchen, and I'm the dining room table," he jokes. Didier brings his passion for wine, food and the luxury lifestyle to the ToutSuite table. Not to mention more than a soupçon of expertise. Oh, and a certain irresistible je ne sais quoi.

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