



TOUTSUITE
S O C I A L C L U B

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Live Interactive Access + Experiences

With its salon-style online video platform, ToutSuite Social Club allows brand makers and consumers to join a daily international dinner party. In real time. From anywhere in the world.

Napa Valley, CA, September 21, 2011--[ToutSuite Social Club](#), a virtual space where real life intersects with technology, is officially announcing the beta-launch of its video commerce community.

“The planet now spends over 110 billion minutes on social networks and blog sites a month, and 52% of all US adults have used the Internet to watch or download a video. But as profound as these numbers might be, no one has capitalized on the increasingly compelling intersection of social media, e-commerce and video,” says ToutSuite Social Club co-founder and CEO Susan Quinn.

Enter [ToutSuite](#), which combines these tools with cutting edge integration to create the first online membership/social commerce community engaging niche product brand makers with consumer trendsetters.

“Our members can turn on their laptops, iPads, or mobile device during a scheduled event time, enable their webcam and engage in real-time two way (and three, six, 20-way) dialogue with the tastemakers behind their favorite lifestyle products, as well as connecting with fellow members and fans,” says ToutSuite co-founder and President, Didier Loustau.

At the same time, brand makers get the chance to talk directly with trendsetting consumers guiding the marketplace today, building real relationships with, and receiving immediate feedback from their most engaged consumers and brand evangelists. Archives of live events are created automatically and can be shared by the brands on a multitude of social media platforms.

“ToutSuite's interactive video platform has the potential to connect with beverage consumers in a truly unique way. We are excited to showcase the technology at the Third Annual [Mutineer Magazine Red Party](#) in Napa Valley this November,” says Mutineer Magazine Editor and Publisher, Alan Kropf.

“There is nothing more vital for today’s consumer, really for today’s human being, than community,” says Quinn. “They may visit for the fun of it, join for the flash, but they stay for the people. ToutSuite will create, nurture, and celebrate that at every level, enabling text and video comments, rich user and brand profiles, and highlighting featured members to both create an incentive for active engagement and demonstrate the range and diversity of our community.”

SELECTED BRAND MAKER PROFILE

ToutSuite Social Club is the genuine maker experience. For example, Meet Barbara Richards of [Paloma Vineyard...](#)

Barbara Richards is a rough and tumble native Californian who has shot deer in Canada, and rumor has it she once killed a wild boar with a Swiss army knife deep in the heart of Texas. She'll take no bull from anyone, has established her vineyards and property as a "Rattlesnake Free Zone" and we think Barbara has created the first Hummingbird Natural Habitat. Although she dominates the wilds of Spring Mountain, don't let her tough exterior fool you. She is as sweet in personality and tantalizingly spicy in demeanor as the profiles her wines elicit. She is Barbara Richards. Tasting: Retrospective Paloma Merlot 2001 (Wine Spectator's Wine of the Year) and Paloma Merlot 2006.

John and Stacy Reinert of Palo Alto, CA were participating in Barbara's show on ToutSuite. After the event, they immediately booked a brunch and tasting with the iconic woman herself for the coming weekend.... John and Stacy later shared, "Just left a wonderful tasting with Barbara at Paloma Vineyards. We stood on her deck and watched the hummingbirds eat. We sipped her wine and listened to her stories. Can't wait to see our new friend again!"

More Makers coming soon to ToutSuite Social Club...

Stu Smith, Smith-Madrone Winery

<http://www.toutsuite.com/events/meet-stu-smith-smith-madrone-winery>

Jesus Padilla, Los Osuna Agave Spirit

<http://www.toutsuite.com/events/meet-jesus-padilla-los-osuna-agave-azul-spirit>

Chef Jude Wilmoth, Cook Restaurant

<http://www.toutsuite.com/events/meet-chef-jude-wilmoth-cook-restaurant>

Marko Karakasevic, Charbay Distillery

<http://www.toutsuite.com/events/meet-marko-karakasevic-domaine-charbay>

About ToutSuite Social Club // www.toutsuite.com - [@ToutSocial](#)

ToutSuite Social Club is changing the way consumers and brands engage by producing live, interactive, exclusive events with today's most exciting trendmakers. The salon-style video platform is upping the internet ante, connecting members to the creators of some of their most coveted lifestyle products in real time, and from anywhere in the world. The revolutionary social commerce site allows members to build a global community alongside the creators of their favorite brands, as well as other trendsetting consumers. Members can engage in real time dialogue in the following ways:

- "Attend" live, interactive web-based events with the producers/creators of today's most desirable brands
- Invite their personal networks to join the community and conversation and to assist in making meaningful purchasing decisions
- Access exclusive interactive video shows and view a complete archive of past ToutSuite events

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