



INSPIRED BEVERAGE VOICES Napa Valley

BY ALAN KROPP

With the support of No. 3 London Dry Gin, Mutineer would like to recognize the following three beverage voices for their inspired and innovative contributions to fine beverage culture.



⬆ Susan Quinn & Didier Loustau TOUTSUITE SOCIAL CLUB *toutsuite.com | @ToutSocial*

ToutSuite Social Club aims to connect consumers with the makers behind their favorite products. This is done using a unique and innovative online video platform that combines elements of Chatroulette and Ustream in a live roundtable talk-show format and gives viewers the opportunity to beam in on video and ask questions live.

ToutSuite co-founders Susan Quinn and Didier Loustau have been developing the platform since February 2010, with Quinn overseeing the tech side and Loustau curating the content. "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 Loustau.

While the long term vision is to cover a range of product categories, the project's headquarters in Napa Valley made wine the natural choice to spotlight first. "The winemakers are loving the platform and see it as a way to get beyond 100-point scores and talk about wine in a more democratic way," says Quinn. Wine has always been a difficult subject to communicate about, yet it is full of interesting characters. It will be interesting to see how a unique platform like ToutSuite is able to evolve the way that conversation happens.

