



EWAN 'HENDO' HENDERSON

RUM SPECIALIST

SPEAKER PROFILE

Ewan 'Hendo' Henderson has been a drinks industry professional for more than two decades; from a bartender in the early days to Global Brand Ambassador, and now a consultant.

For the past decade, this globe-trotting storyteller has led brand education and presented rums internationally from U.S. liquor stores to upscale hotel bars across Asia, and duty-free.

WSET Wines & Spirits-qualified, Rummelier® & YouTube rum category educator - Hendo has represented a Caribbean rum brand, and independent bottler of blended & single cask rum from over 30 rum-producing countries - demonstrating a wide knowledge of rum.

Delivering rum category education in 20+ countries, including the U.S, and Asia's top venues. Instrumental in growing rum brands at festivals & events, especially in France, a regular at Rhumfests, and supporting speciality stores across the continent.

As a product specialist, he's curated a portfolio of 70+ artisanal & super-premium rums. Everything from judging awards, nosing & tasting panels, sensory analysis, NPD, visuals, recipes, copywriting, and ultimately, launching new rums onto the market. Then, ensuring global recognition, like 16 rum awards in 3 years from IWSC, and the World Rum Awards.

As a presenter, he leads training & development, and rum masterclasses. Creatively introducing molecular pairing to rum and food menus at events, numerous cocktail recipes & programs. Not to mention interesting rum & cigar, cheese or chocolate pairings.

Hendo's unique style harks from his Scottish heritage of storytelling, passionately engaging audiences. Creating informative Rum Region YouTube videos, and, highlighting Scotland's forgotten contribution to world rum from engineering, distilling, blending & ageing rum.

As a passionate rum enthusiast, his mission is always to elevate the category, celebrate craftsmanship, and make sure rum sits alongside a fine Cognac or Single Malt.



"He's is one of the most passionate educators in rum"

"I have never met anyone so knowledgable about their craft!"

"Ewan's approach to spirits tasting is as unique as it is innovative"

"Ewan is an excellent presenter"



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