



# EWAN 'HENDO' HENDERSON

## BRAND SUPPORT SPECIALIST

### S P E A K E R P R O F I L E

Ewan 'Hendo' Henderson is a drinks industry professional and former Global Brand Ambassador from Glasgow Scotland, Leading brand education, advocacy programs, and public engagement at festivals, events, and masterclasses across the globe.

With a Diploma in Scotch Whisky from Edinburgh Whisky Academy, WSET Qualified & Certified Rummelier® along with many other qualifications and achievements of award-winning products and campaigns. Rum & whisky knowledge are highly sought-after skills, but Hendo's fluent in all the main drink categories and launched or supported brands in over 300 cities, across 40+ markets.

Rum is a particular passion, leading international outreach for a Caribbean rum brand & a range of independent rum bottlings including single casks from about 20 different rum-producing countries. Producing best-in-class training & brand content marketing, visuals, merchandising, cocktail serves, and boosting rum category education.

From blue-chip VIPs, press & media, HORECA, specialist retailers & duty-free team training sessions; Ewan's passion for heritage & craftsmanship shines through. Effortlessly engaging at all levels with partners, retail teams, and stakeholders. Regularly exceeding KPIs on training team surveys and sales team performance uplift.

For the last decade, this globe-trotting storyteller in premium spirits has ignited brands on the international stage in vibrant new ways influencing buyers and customers alike. Understanding markets, training to suit learning styles, and how to make brands stand out to drive home their competitive advantage is where clients can really see the value.

Equipped with this armoury of techniques and skills we take brand support to new heights; to entice and delight consumers by elevating their experience, collaborating with chefs for menu pairings, cigar pairing, cocktail serves, and altogether memorable touchpoint support.

.As part of customised services, Hendo Talks offers tailored solutions to each brand's core values, audience, and aspirations.

Slàinte Mhath!

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Speaker | Spirits Educator | Category Consultant