

Charlie Rodman

Whisk(e)y Specialist, Educator, and Consultant

Charlie Rodman is an expert in consumer behavior and has used these insights to craft the brand stories for a number of iconic global whisk(e)y brands. So he understands the power of storytelling to elevate a glass of whisky from a beverage into an experience. Blending rich histories from around the world of whisky with personal anecdotes of sipping whiskies around the world with renowned industry personalities, Charlie distills his years of working in the spirits industry into a bespoke masterclass. Having sampled and catalogued thousands of drams, he will profile your palate then curate a curriculum paired with a befitting selection of whiskies to take you on an unforgettable whisky journey, while teaching how to get the most out of your drinks long after the session ends.

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