



Denise Hamilton-Mace

PUBLIC SPEAKER
& MINDFUL DRINKING EXPERT

SPEAKER KIT

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Hi. I'm Denise

MY STORY

After a 24 year career in hospitality and a rather unceremonious covid redundancy that started with a Whatsapp message at 4pm to tell me simply that HR would be in touch, I found myself at home during maternity leave with my new born and a two year old and no clue as to the next phase of my life.

But, never one to dwell for too long, after several failed explorations into new avenues, I found myself drawn back to a long-lost passion for health and wellness, all buoyed by a desire to drink less alcohol and have far fewer hangovers.

In 2023, I launched Low No Drinker Magazine as a way to help like-minded folks find information and support around their desire to drink less without judgement or expectation.

Later that year, I also launched the Low No Drinker Podcast. After a false start (who hasn't had a few of those?), I relaunched the podcast in spring 2024 and have since grown the show into the top 10% most popular podcasts globally (Listen Notes) and a top 40 show in the Apple UK Alternative Health Podcast Charts.

Having spoken to some of the most revered founders in the low, no and light alcohol drinks

sphere behind brands such as Seedlip, Noughty and Athletic Brewing) as well as up-and-coming producers and industry experts, I've developed a deep expertise in this transformative category.

My insights span production innovation, market availability, consumer behaviour, and the cultural shift toward mindful drinking. My unique perspective comes from seeing both sides of the industry - having spent over two decades serving customers, training staff, and managing venues, I understand the practical challenges businesses face. Now, as a media founder interviewing brand creators and industry experts, I can bridge the gap between what venues need and what the market offers and what consumers want.

Today, I speak at events across the country on topics including workplace inclusion and social events, building authentic brands in the mindful drinking space, midlife moderation strategies and family dynamics, and sharing insights from the rapidly growing low, no and light alcohol sector.

As a midlife mother myself, I'm particularly passionate about helping people recognise that it's never too late to make the choice to live a life less intoxicated.



- ✓ **Demystifying the sober curious journey:** Breaking down misconceptions about low ABV drinks, clarifying labelling, categorisation and costs. Practical strategies for dry month challenges, and why the "all or nothing" mindset doesn't serve most people.

SPEAKING TOPICS

I CAN JOIN YOUR EVENT TO SPEAK ABOUT:

- ✓ **Midlife moderation strategies and family dynamics:** Practical approaches from mindset shifts to zebra striping for the 35-54 age group, plus navigating family relationships and parenting conversations around mindful drinking choices.
- ✓ **Sharing insights from the rapidly growing low, no and light alcohol sector:** Real-world lessons from 24 years in hospitality and 3 years in the low/no space, including venue attitudes, consumer trends, industry innovation and the £800m opportunity being missed by the on trade, drawn from extensive front-of-house and management experience across restaurants, bars and events.
- ✓ **Workplace inclusion and social events:** How to create more inclusive corporate events and social spaces when 84% of employers still prioritize alcohol, and the business case for better belonging across diverse teams.
- ✓ **The psychology of choice and ritual:** Understanding why people choose different drinks for different occasions, the importance of feeling included in social rituals, and how to maintain the ceremony without the alcohol.

I HAVE BEEN WRITTEN ABOUT, SPOKEN ON OR FEATURED IN:

THE INDEPENDENT

BBC RADIO 1Xtra

Club Soda

npr

ZEROPROOFNATION

Speaker feedback

WHAT I CAN BRING TO YOUR EVENT

"Denise is a force of nature - she is passionate, informed and always curious - making her the perfect host, engaging speaker, or informative panellist. We have benefited greatly from her involvement in content we curate and recommend her for your event."

- **Laura Willoughby MBE, Co-Founder at Club Soda**

"I had the pleasure of moderating a panel discussion on low and no alcohol trends at the 2024 Better Hospitality Conference, with Denise sharing her insights and expertise as a speaker. Her presentation was not only informative, but also thought-provoking, sparking valuable discussions amongst attendees and providing invaluable guidance to those navigating this dynamic industry. Her background, professionalism, and engaging presentation style made her a great addition to our conference!"

- **Jasmine Awad - Head of Policy, Partnerships & Community, Mercato Metropolitano**



"Denise is an incredibly engaging and knowledgeable speaker—an absolute asset to any panel or event. Her deep understanding of the low and no category, paired with broader drinks industry insight, means she brings real substance to every conversation. She speaks fluently about both on-trade and off-trade dynamics, and her knowledge of the challenges and opportunities facing low & no drinks brands is second to none. A brilliant and passionate communicator with a real grasp of what's driving change in the sector."

- **Katie Jenkins, Marketing & Partnerships Director at KAM**



The Podcast



[LISTEN ON APPLE](#) - [LISTEN ON SPOTIFY](#)

Initially launched for me to nose my way into the world of low, no and light drink makers, the Low No Drinker Podcast has evolved to become a leading trusted resource for

"I'm loving what you're doing, I honestly can't get enough of your podcasts, every time I'm in my car, for the last 2 months, I've had them playing. I'm learning so much!!"



"Unfailingly hits the spot! Denise has a real gift for going straight to the stories that are relevant and interesting. I can't think of anyone doing a better job in the 'Low and No space'!"

anyone looking to live a life less intoxicated. I interview brand founders, industry experts and drinks professionals about the low, no and light industry as well as share solo episodes answering some of the most common and pressing questions that drinkers have about how to find, understand and enjoy low, no and light alcohol drinks, drinkers and drinking.

MOST DOWNLOADED EPISODES

#32 Exploring Everleaf:

From Conservation to Cocktails with Founder Paul Mathew

#40 What low/no drinkers are really saying

Reviewing 10,000 conversations about AF drinks

#52 Is drinking low/no a gateway?

with Damian McKinney (Mash Gang/DioniLife)

#13 Fat Jabs & their Impact on Drinking Low/No

with Hamish Renton

#68 The no.1 mistake made by new low/no drinkers

& how to overcome it

Work together

I'M AVAILABLE FOR



- Keynote Speeches
- Event MCing
- Webinars & Virtual Summits
- Conference Breakout Sessions
- Hosting or Joining Panel Discussions & Round Tables
- Fireside Chats & Live Podcasting
- Lunch & Learns
- Q&A Sessions
- Podcast guesting (foc)

WHAT YOU CAN EXPECT

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Denise

I'm vibrant, articulate and passionate. I believe events should be fun and that learning happens best when audiences are relaxed and comfortable feeling safe and without judgement of their choices.

What most people want is to feel seen, understood and supported, and that's my speciality.

To suit the needs of your event, I'll work with you to deliver just the right mix of knowledge, motivation and support, ensuring that your teams, delegates or guests leave feeling confident in their choices to explore a life less intoxicated.

Whilst I have technical knowledge of many aspects of the low, no and light industry, I find it's best to keep talks and presentations at a level that feels accessible to all.

RATES

- I want us to find the right fit for both of us. Investment levels depend on your specific requirements - from intimate lunch & learns to major keynotes. Let's have a conversation about your event goals and budget, and we'll work out an arrangement that delivers maximum impact for your audience.
- Travel and accommodation costs are covered separately by the client.
- Podcast guesting (recorded remotely) is always complimentary.

