Alcohol and Your Health: Rethinking Your Relationship With Drinking with Ila Byrne (ep – 97)

Have you considered your relationship with alcohol lately?

Host Ginger Hultin, MS, RDN, CSO, sits down with Ila Byrne, co-founder of Parch, an award-winning non-alcoholic brand. Ila joins the podcast to talk about the sober curious movement: where it started, what caused it to take off, and why understanding your own relationship with alcohol matters more than any trend. Drawing on nearly a decade spent building brands for some of the world's biggest alcohol companies, she shares what shifted for her personally, what she sees shifting culturally, and how the growing lineup of quality alternatives is changing what it feels like to opt out. Ginger then breaks down the science, covering the seven cancers linked to alcohol, what the latest research says about a "safe" amount, and how governments in Canada and Ireland are updating their guidance in response.

This is a judgment-free conversation for anyone who wants a clearer picture of what alcohol does in the body, and what a healthier relationship with it could look like for them.

In this episode, we'll cover:

[00:03:23] Reflecting on your own relationship with alcohol

[00:07:01] Sober, in recovery, sober curious: defining the terms

[00:09:03] The generational forces driving the sober movement

[00:12:30] Nutrition news: the cancers linked to alcohol

[00:14:53] Why a hangover is a warning signal from your body

[00:17:12] How Canada and Ireland are rewriting alcohol guidance

[00:19:34] The non-alcoholic brands changing the category

[00:24:18] What to say when someone asks why you're not drinking

[00:26:57] Small, realistic changes to start with

If you or someone you know is struggling with alcohol addiction, please find some resources below

- SAMHSA's National Helpline (1-800-662-HELP (4357)
- National Institute on Alcohol Abuse and Alcoholism
- SMART Recovery
- Women for Sobriety

Ginger's Mocktail Recipes

- Pomegranate Ginger Mocktail
- Pomegranate Mule
- Non-Alcoholic Negroni

About Dr. Ginger Hultin, DCN, RDN, CSO.

Ginger Hultin is an integrative, clinical dietitian and cancer nutrition specialist who received her Doctorate in Clinical Nutrition from the University of North Florida. She received her master's degree from Bastyr University, where she currently serves as adjunct faculty teaching clinical nutrition. She has been in practice for over 10 years using a personalized, holistic nutrition approach. She runs a full-time virtual private practice, Ginger Hultin Nutrition where she helps clients with complex health problems improve their health thought nutrition. In addition to being the host of The Good Clean Nutrition Podcast, she is an author of two books, Anti-inflammatory Diet Meal Prep and the How to Eat to Beat Disease Cookbook.

Connect with Dr. Ginger Hultin on Instagram, LinkedIn or her website.

About Ila Byrne

Ila Byrne is a beverage industry expert and co-founder of PARCH, an award-winning non-alcoholic brand redefining what it means to drink intentionally. With over 15 years of international marketing and innovation experience, Ila spent nearly a decade at Diageo North America, where she architected the company's holistic global beverage strategy and led some of the

most recognizable product launches. Her early strategic recommendations on "Drinking Better" helped shift Diageo's global vision toward low- and no-alcohol innovation, a space she now champions as an entrepreneur. Today, Ila brings that expertise to building inclusive, forward-thinking brands for a generation rewriting the rules around alcohol.

Connect with Ila Byrne on LinkedIn or her website.

Additional Links:

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