

2026

Alicia Hardman

Self-Made Entrepreneur • Founder • Brand Building with Purpose

Media Kit

aliciahardman.com

SHALE RIDGE
WINERY CIDERY NORDIC SPA

SHALE RIDGE
NORDIC SPA

QUISM
hair health powered by nature

About Alicia Hardman

Alicia Hardman is a Canadian entrepreneur, mom, wife and the visionary behind a multi-brand portfolio rooted in intentional living and wellness. She is the co-founder of Shale Ridge Estate Winery, Cidery & Nordic Spa and the founder of Quism Hair Health, a clean beauty brand.

Alicia’s journey is defined by the spirit of a bootstrapped underdog. Entering a traditional industry with no prior roadmap, she ignored the doubt around her to build unconventional, outside-the-box brands that challenge the status quo. Her most recent achievement is the development of the Shale Ridge Nordic Spa & Stay—Canada’s first private farm-luxury thermal experience of its scale. By blending professional-grade wellness with estate-grown rituals, she has created a sophisticated sanctuary that redefines the retreat experience in Canada.

With a leadership style grounded in creative vision and purposeful execution, Alicia has proven that you don’t need to "belong" in an industry to lead it. Her brands have earned industry recognition for their innovation and community impact, fueled by her commitment to longevity, high-performance wellness, and the belief that building with integrity is the ultimate standard for success.



Signature Topics

- Building multiple brands from the ground up
- Leadership that balances strength and authenticity
- Wellness and sustainability in modern business
- Creating a brand legacy
- Lessons in courage, resilience, and entrepreneurship
- Balancing motherhood and business ownership
- How to turn fear into fuel
- Inspires resilience in new entrepreneurs
- Shows how to build brands that stand for more than profit



Collaboration Opportunities

Ways to work with Alicia:

- Podcast interviews (in-person or virtual)
- Virtual panels & summits
- Brand or business workshops
- Keynote talks & fireside chats
- Q&A sessions for online or in-person communities
- Guest speaking at events, panels, or summits
- Collaborative social media campaigns







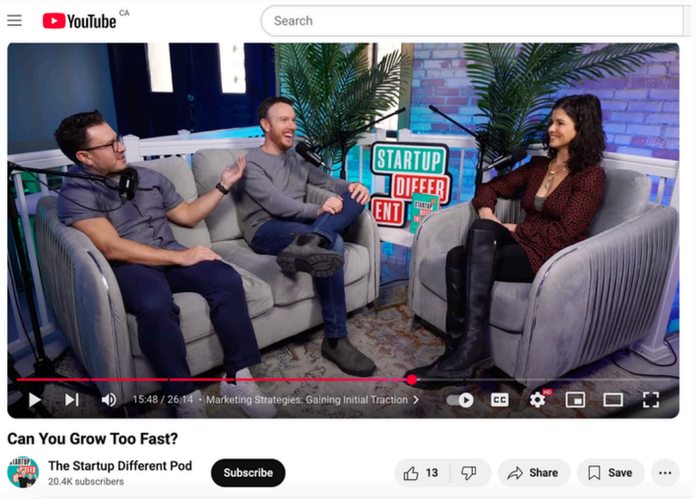
Select Appearances & Features

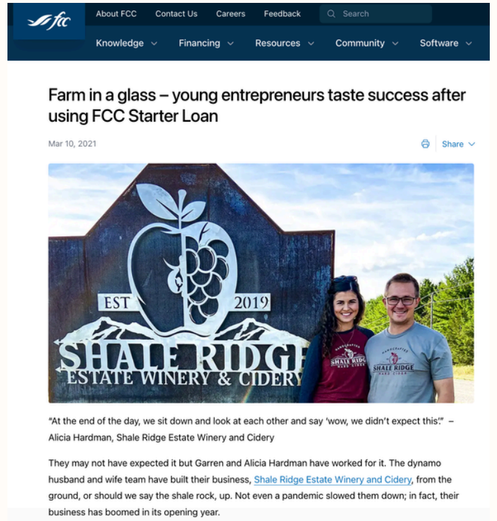
Alicia has been featured in conversations and events around:

- Entrepreneurship and brand-building
- Women in leadership
- Sustainability in business
- Creative storytelling for founders









Click the image to explore Alicia's latest features and articles.



About Shale Ridge Estate

OpenTable
Top 100 Restaurants
2023

Shale Ridge Estate is an award-winning destination in Thedford, Ontario, co-founded by Alicia and her husband, Garren Hardman.

Known for its iconic swing table experience, flavour profiles, warm community atmosphere, and commitment to sustainable practices, Shale Ridge is both a local gem and a growing Canadian brand.

Signature Highlights:
Award-winning wines and ciders
Immersive tasting experiences
Seasonal events and celebrations
An Ontario destination for both locals and tourists.

Watch this video for Alicia's full story.

About Shale Ridge Nordic Spa & Stay

Shale Ridge Nordic Spa & Stay is a private Nordic spa and farm-luxury wellness retreat, designed for rest, reconnection, and meaningful escape. Rooted in nature and intentional design, this secluded retreat invites guests to slow down, reset, and experience true calm.

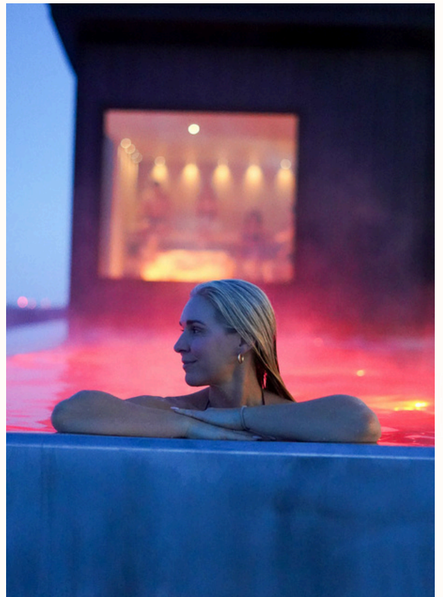
Enjoy panoramic country-side views, hot and cold therapy, sauna experiences, and thoughtfully crafted spaces, all entirely private to your group of up to 10 guests. Unlike traditional spas, there are no shared spaces, no crowds, and no interruptions. The full residence and spa are exclusively yours for the duration of your stay.

As Canada's first private farm-luxury thermal experience of its scale, Shale Ridge redefines the retreat experience by blending professional-grade wellness with estate-grown rituals. It is a sophisticated sanctuary built for those who seek high-performance recovery in total privacy.













About Quism Hair Health

Quism Hair Health is powered by nature. It's salon-quality haircare line is rooted in a 25-year family legacy.

Quism blends clean, effective formulas with eco-luxury design.

Alicia's mission with Quism is to bring clarity to haircare, creating products that are natural and effective without compromising performance. Available in Canada and the US, DTC and B2B.

Audience Insights

Core Audience:

Women 25–55, wellness-conscious, entrepreneurial mindset:

- Millennials & Gen Z
- Based in Canada and the U.S.
- Interested in natural beauty, intentional living, and elevated experiences

Social Media Reach:

Alicia’s ecosystem spans Shale Ridge’s 50K+ community, Quism Hair Health, and her founder storytelling, offering partners multi-channel reach, credibility, and a brand presence positioned for powerful growth.



Testimonials

I've known Alicia for many years, and what has always stood out to me is her unwavering support for LCDS. She supports her community not for recognition, but because she genuinely cares. Her quiet generosity and consistent presence make a lasting impact.

-Elaina Burr
Fundraising & Event Coordinator
Lambton County Developmental Services (LCDS)

Alicia Hardman is a true innovator whose creativity and heart are at the core of everything she does. She brings people together with bold ideas and real action, helping to grow and strengthen community in Ontario in ways that are both inspiring and lasting. Alicia doesn't just imagine what's possible, she makes it happen.

-Lorri Fleming
CEO
The WOMB Wholeness Centres and Owner of The Nest Bed and Breakfast



Let’s make it happen!

Partner with Alicia to build something meaningful and impactful.
Contact us through → alicia@shaleridge.ca

