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Capturing the Craft: "Great American Whiskey Cookers" Series Unveils the Soul of Small-Scale Craft Whiskey Production

Cedar Rapids, IA (2/20/24) - The craft distillery industry is not just thriving; it's undergoing a monumental shift, and local filmmakers Jeff Zahrt and Kirk Monson are at the forefront of this evolution with their latest creation, the "Great American Whiskey Cookers" web series. This innovative project seeks to do more than just document – it aims to intricately capture and celebrate the nuanced artistry behind small-scale craft whiskey production through compelling visual storytelling.

America's spirit is deeply embedded in the rich legacy of bourbon, and while big-name brands dominate grocery store shelves and gas stations nationwide, visionary Craft Distillers are reshaping and presenting the evolving essence of this cherished spirit. Whiskey aficionado, executive producer, and host Jeff Zahrt comments, "The craft distillery landscape has undergone a remarkable transformation. In 2000, there were fewer than 200 craft distilleries; fast forward to 2020, and that number has soared to over 2000, reflecting a flourishing renaissance in American spirits."

The "Great American Whiskey Cookers" series assures an immersive journey behind the scenes, providing an intimate glimpse into the lives of committed craft distillers, featuring renowned establishments like Iowa's Cedar Ridge Distillery, Spirit Hound distillers in Lyons, Colorado, Driftless Glen in Baraboo, Wisconsin, and various other craft distilleries nationwide. These artisans wholeheartedly channel their passion into molding the next iteration of America's cherished spirit. Executive producer and director of photography, Kirk Monson, elaborates, "Our series delves into the intricate process of crafting this spirit, illuminating the challenges these artisans confront and introducing viewers to captivating characters deeply entrenched in our homeland."

As the series unfolds, viewers can anticipate a blend of captivating narratives, expert insights, and the sheer dedication that defines the craft distillery landscape. "Great American Whiskey Cookers" is not just a series; it's a tribute to the relentless pursuit of excellence within the world of small-scale craft whiskey production.

In 2024, our objective is to delve into the realm of craft whiskey distilleries, embarking on planned journeys to Nebraska, Illinois, and Kentucky. Jeff Zahrt expressed his enthusiasm, stating, "We are eager to unveil these significant narratives, anticipating the expansion of our audience and the delivery of top-tier documentary-style filmmaking through this web series."

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