

About David J. Reimer, Sr.

How did you become interested in spirits?

I've always had an appreciation for spirits, particularly rum, but it wasn't until 2003 that I took an interest in the actual distilling process. In 2003, I traveled to the Caribbean with the Rotary Club on a work study exchange. We visited a number of local businesses, which included distilleries. It was fascinating to learn about the distillation process.

Is that why you decided to write this book?

I decided to write this book when I was in Barnes and Noble one day looking for a book like this and couldn't find it. I had heard on the news about the craft and micro distilling industry growing in the U.S. and, since my trip to the Caribbean sparked an interest in distilling, I wanted to learn more about the industry in the U.S. When I couldn't find the book, I went home and did research. Then I thought, "If I'm going to do the research, I'm going to write a book."

Did you always want to write a book?

Yes, I've always wanted to write a book. I think it's almost everybody's dream to write a book. But until discovering a book about craft and micro distilleries didn't exist, I never actually had the opportunity to write one. Until that point, I was writing articles for local newspapers and trade publications.

What is a craft or micro distillery?

Craft distilleries are also known as micro distilleries, boutique distilleries, or artisan distilleries. In Canada they are sometimes referred to as independent distilleries. Craft distilleries are small distilleries that produce premium spirits in small batches.

How long did it take you to write the first edition of the book and how long does it take you to update subsequent editions? And what kind of research did you do?

Working on the book is basically a full-time job. I work on it during every free minute of time I had, reaching out to distilleries via email and phone, and visiting some of them. I interview the owners and asked them many detailed questions to learn about each craft and micro distillery featured in the book. The first edition took about five months of intense work, and the second and subsequent editions have been year-long processes of updating the profiles from the previous edition and collecting information from new distilleries.

How has the industry, and consequently your book, changed since you release the first edition?

The industry has exploded since the first edition. This is primarily due to the pioneer distillers who were instrumental in getting state laws changed so it's easier and more affordable to obtain a license to operate a micro distillery. The laws are different in all states, and these laws continue to change each year.

How do you market your book? What avenues have you found to work best?

I use a variety of social media outlets including Facebook, Twitter, and LinkedIn to share news about the book and the industry and to connect with people in the industry. I also email news releases to the media and other industry outlets, and I attend industry events and book signings. I'm also looking into creating a book trailer. They all work well because they all serve different purposes and allow me to reach different audiences. I really like book signings because it gives me an opportunity to not only talk about the book, but also to talk about the industry. I've found that there are a lot of people that don't know about the industry and still think distilling some of these spirits is illegal, and it's my hope that this book will change that.

What's your favorite spirit in the book, and what's the most impressive distillery you've visited?

All of the spirits and distilleries in the book are unique in their own way. The best part about artisanal spirits is that they don't taste the same because each distillery has its own unique blend of ingredients and they each have their own unique process to create their spirits. There are too many great spirits and interesting distilleries to choose just one favorite.

What's been your favorite part about writing this book?

The best part about writing this book is getting to speak with so many interesting people and to learn about why and how they began distilling. Many of them gave up lucrative careers to follow their dreams, and many of them have worked, or are in the process of working, to change legislation in their states to allow their businesses to grow and prosper. Everyone I've spoken to has been so passionate about their products and distilling. They truly love creating unique, quality products.

What has been the hardest part about writing this book?

I would say the hardest part was trying to tell the story of each micro distillery in a limited number of pages. I had so much information that I could have written a book about each micro-distillery. And it was interesting information. I wish I could have included all of the information I had.

Are you working on any other projects?

In addition to releasing an updated edition of my craft and micro distillery book each year, I do have other book projects in mind including Prohibition related books and a children's book series.

Tell us about yourself and what you like to do when you're not writing.

I work in information technology and I'm a freelance journalist, a veteran firefighter, and an award winning photographer. I've had articles and photos published in my local newspapers, in professional and consumer publications, and in textbooks. When I'm not writing, I enjoy gardening, woodworking, and cooking.

Do you have any advice for other writers?

Writing a book is easy, but breaking into the industry and making a name for yourself is difficult. You have to be willing to commit a lot of time, energy, and money if you want to be successful. You also have to keep up with the publishing industry changes – it's a constant learning curve. Also, don't expect huge crowds at your first book signing, or even at any book signing. Until you get established and have some credibility, you can't get discouraged when events don't go as planned and attendance isn't what you expected.

How can people learn more about this book?

Anyone who wants to learn more about this book can visit www.microdistillerybooks.com, or can email me at david@microdistillerybooks.com.