



SUSAN BRADNAM The London Free Press

COOL: Cathy Siskind-Kelly and her husband, Rob Kelly, show off samples of the new Black Fly Vodka-Infused Freezer, a Freezie-type product for adults that will be available in the spring.

Black Fly, hoping cold is hot, serves up spiked freeze pops

BY HANK DANISZEWSKI
Free Press Business Reporter

London's Black Fly Beverage Co. is hoping a "cool," new product will be a hit when the weather heats up.

Following its successful launch of a vodka cooler last year, the microdistillery will launch Blackfly Freezers in 200 LCBO outlets this spring.

They're a flavoured vodka-based product sold in ready-to-freeze foil tubes.

"It's a cool, innovative product that's never been seen in Canada . . . It's new and fresh and fun," said Cathy Siskind-Kelly, who founded the company with her husband, Rob Kelly, in May.

Innovative products will

give the fledgling company a niche in the market, said Kelly. The idea for the freezers came out of a brainstorming session with family and friends.

"Because we are a small company, we can be more nimble than the big guys and get the product out there," he said.

Though the product will resemble Freezies that kids have enjoyed for generations, Siskind-Kelly says they are definitely an adult treat.

"They're explicitly designed for adults in presentation and flavour. You can really taste the vodka."

Each package, selling for \$8.95, will have nine 100-millilitre tubes in three flavours: cranberry-blue-

berry, black currant and strawberry-rhubarb. The freezers also will be available at bars and restaurants.

"Its potential for patios, golf courses and outdoor licensed events is huge," said Siskind-Kelly.

And Black Fly is getting a publicity boost after the company was profiled last Sunday on Venture, the CBC-TV business program.

"Within an hour after it aired, we started getting e-mails and calls from across the country," she said.

Black Fly plans to break into the Alberta and B.C. markets. Four students from the Ivey School of Business at the University of Western Ontario are researching the prospects.