

# Black Fly cracks freezie market

Free Press staff

A little bit controversial and a little bit late — but not too late, said Cathy Siskind-Kelly, who announced yesterday that Black Fly Beverage Co.'s new product has just been shipped to about 300 LCBO stores across Southwestern Ontario.

The London micro-distillery's freezie-style novelty beverage Spiked Ice was expected to launch on the Canada Day long weekend, but production and packaging problems caused a delay.

"There were some issues," she said, adding that the frustrations are behind them and Black Fly is moving forward as quickly as possible with the new product.

"There was a point when we thought about delaying the

entire product launch until next summer because it was getting late in the season," she said.

"But we met with the LCBO, they said not at all — they have standing orders for the product and there was still time for a good launch."

Spiked Ice, the flavoured frozen alcohol treat, is believed to be the first product of its kind to hit the Ontario market.

Siskind-Kelly and husband, Rob Kelly, hope to score as big a hit with it as they did with last year's Black Fly cooler, the company's original product.

"Black Fly is just doing phenomenally well right across the market," LCBO spokesperson Chris Layton said yesterday.



KEN WIGHTMAN The London Free Press

**SPIKED ICE:** Rob Kelly and Cathy Siskind-Kelly, married co-owners and operators of Black Fly Beverage Co., with production facilities at the corner of Dundas and Talbot streets, hold their latest product.