

■ THE FLAVOUR OF SUMMER



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Cathy Siskind-Kelly and husband Rob Kelly now have four different Black Fly products on the shelves of Ontario liquor stores.

More 'flies this year

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Shortly after moving into a new and much larger plant, London's Black Fly Beverage Co. is launching a new flavour.

A Strawberry-rhubarb cooler will be part of a new 12-bottle party-pack that hits LCBO shelves later this week.

Cathy Siskind-Kelly, who founded the company three years ago with her husband Rob, said it's another sign the brand is gaining ground in the marketplace.

"It's thrilling. Having four products on the LCBO store shelves is well beyond where we thought we would be in three years," she said.

Siskind-Kelly said strawberry-rhubarb is an unusual flavour but consistent with the company's plan to launch innovative products with traditional Canadian roots. Strawberry-rhubarb has been the most popular flavour in Spiked Ice, Black Fly's frozen cooler product.

The new cooler party pack also includes the blueberry-cranberry and black current-

blueberry flavours and sells for \$28.75.

Black Fly moved from its original plant at Dundas and Talbot Streets in May to an industrial building on Sovereign Road.

Siskind-Kelly said the new plant is about 6,600 square feet, more than six times the size of the old downtown location.

"We have room to breathe, room to grow and increase our staff," she said.

Along with the potential to expand production, the new plant also has space for on-site

lfp VIDEO: See the new Black Fly Beverage Co. plant at lfp.com/

warehousing.

Along with most LCBO outlets, Black Fly is now distributed in British Columbia, Alberta, Nova Scotia and recently expanded distribution into the Yukon Territory.

The product is being marketed at a variety of summer festivals including London's Rib Fest and the Canadian Redneck Games in Minto.

Hank Daniszewski is a Free Press business reporter.