



Where Business Achievement
Meets Celebration!

BAA 26th ANNUAL BUSINESS
ACHIEVEMENT AWARDS

09 Wednesday, March 25, 2009
London Convention Centre

London
Chamber
of COMMERCE

BUSINESS OF THE YEAR SMALL COMPANY



Black Fly Beverage Company Inc.

REPRESENTATIVE Cathy Siskind-Kelly and
Rob Kelly, co-founders

INDUSTRY Beverage

RECENT BUSINESS ACCOMPLISHMENT We were the first micro-distillery in Ontario, and our Black Fly Premium Vodka Coolers and ready-to-freeze Black Fly Vodka Infused Spiked Ice vodsicles are now sold in 500 of 600 LCBO stores as well as outlets in British Columbia, Alberta, Nova Scotia and the Yukon. This spring we will launch a strawberry/rhubarb cooler and a 12-bottle party pack in Ontario, and will introduce the B.C. market to our black currant/blueberry cooler.

WHAT IS ONE THING ABOUT YOUR BUSINESS THAT MOST PEOPLE DON'T KNOW? Black Fly uses premium ingredients—pure juices, cane sugar instead of high fructose corn syrup and no artificial colour. Our unique bottles are 15% bigger than typical coolers, are non-breakable, re-sealable and ice cubes can fit through the top. Black Fly coolers are over 60% less sweet than other coolers and therefore broadly appealing.

HOW DOES YOUR BUSINESS BENEFIT YOUR COMMUNITY? Black Fly supports an enormous number of local and national charities, including galleries, theatres, hospitals, colleges, universities and sports clubs.

WHO IS YOUR BUSINESS ROLE MODEL? Bob Siskind (Cathy's father, Rob's father-in-law). He has always maintained an extraordinary balance of work and family life and he holds community involvement, volunteerism and philanthropy at as high a priority as business success.

