

BEVERAGE INDUSTRY

## Bottled-up success



DEREK RUTTAN / THE LONDON FREE PRESS

Rob Kelly and Cathy Siskind-Kelly of Black Fly Beverage Co. are happy to announce their new flavour for 2014 is Rum Punch. Their micro-distillery on Sovereign Road is now outfitted with machinery to make its own plastic bottles, which are dropped into the production line just in time to be filled.

## Micro-distillery chalked up \$7.1 million in sales last year

**HANK DANISZEWSKI**  
The London Free Press

London's Black Fly Beverage Co. is bottling more cooler drinks than ever and now is making its own bottles.

The micro-distillery has bought stretch mould bottle-blowing machinery from a former supplier and installed it in its Sovereign Road plant.

The machinery is synchronized to the production line so the plastic bottles are made and dropped into the line just in time to be filled.

Black Fly co-founder Cathy Siskind-Kelly said the new machinery is lowering production costs and improving efficiency.

"It fits perfectly into the speed of our line. All the stars aligned."

Black Fly is working 24 hours a

day from Monday to Friday and 12 hours a day on weekends to keep up with the demand. The staff has grown to the equivalent of 25 full-time employees.

Founded in 2005, Black Fly produces nine flavours of vodka, tequila and rum-based drinks, including a new rum punch flavour.

Black Fly is available in most LCBO outlets, chalking up \$7.1



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Cathy Siskind-Kelly

million in sales last year and capturing 4.4% of the ready-to-drink market.

The company also has expanded the number of products available in the Maritimes and Manitoba.

The company will add a second production line in January.

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