

HORIZON

FOOD & DRINK

ADVERTORIAL



Co-founders Rob Kelly and Cathy Siskind-Kelly with first Black Fly bottle that rolled off the line in 2005

It's been nine years since Black Fly was awarded the first distillery license granted in Ontario 100 years. Co-founders husband and wife, Rob Kelly and Cathy Siskind-Kelly's vision was to evolve a flourishing RTD (ready-to-drink) category, with craft produced, truly Canadian 'more natural and less sweet' mixed drinks in innovative green packaging. They knew the vision to create a brand and secure distribution in the LCBO; the world's largest independent buyer of spirits beverages would be an enormous challenge. And the struggle to take a bite of the beverage alcohol industry that is dominated by multinationals and imports would require the determination of the small iconic

BLACK FLY'S NOT TOO SWEET MIXED DRINKS FLYING OFF LCBO SHELVES

Canadian insect after which the company is named. Come spring 2005 it was Black Fly season in Ontario when Black Fly's original flavour Vodka Cranberry Mixed Drink flew in under the radar destined to take its chunk of the beverage alcohol market. It's been Black Fly season ever since.

Fast forward to 2014. Black Fly continues to defy the odds in growth, market share and success. Black Fly has achieved 97% distribution in 620 LCBO stores and is LCBO's top growing RTD brand. Black Fly has migrated to six Canadian provinces, with nine flavours, made with three of the world's most popular spirits; Vodka, Rum and Tequila. True to the brand vision, each flavour is; made with real pure juices, 7% alc./vol, delivers great value with big 400mL bottles that provide consumers with 8.8 standard drinks in a Black Fly 4-pack, is lightly sweetened with cane sugar (not high fructose corn syrup), has no gluten, and is definitely Not Too Sweet. Traditional RTD's contain 9-16 grams of sugar per 100mL. Black Fly's Vodka Cranberry has just 4 grams.

To what do the Kelly's attribute Black Fly's success? "Above all, people love that Black Fly drinks are authentic, Canadian, not too sweet, convenient and so easy" says Cathy. And Rob adds, "After working to ensure every last detail from packaging to ingredients is perfect, at the end of the day people tell us they have fallen in love with Black Fly simply because it just tastes great."



EASY, VERSATILE AND OH SO GOOD...

"It's easy to pop ice into the wide mouth bottles, easy to freeze to slush for classic margaritas, easy to dress up with fresh and frozen fruit, to mix martinis and mimosas, and versatile; like Black Fly Spiced Rum Mulled Cider which is delicious served warm," says Siskind-Kelly.

This season punch up the party with the NEW Black Fly RUM PUNCH. This boozy slightly sour and not too sweet rum punch is made with real strawberry, lime and pineapples juices and smooth South American Rum.



NOT TOO SWEET. CANADIAN. CRAFT PRODUCED.

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