

Black Fly taking off for bigger digs

BY HANK DANISZEWSKI

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Black Fly Beverage Co., London's homegrown cooler company, has outgrown its downtown location and is buzzing out to the suburbs.

It will be a bittersweet move, said Cathy Siskind-Kelly who founded the company three years ago with her husband Rob Kelly.

"This location has been good to us. We've loved working downtown, but we are busting at the seams," she said.

During the next few months the company will be moving equipment and production from a former bank building at Dundas and Talbot streets to an industrial building on Sovereign Road.

The new location will allow for expansion of production, more storage space and easier shipping to markets that now extend across Canada.

Siskind-Kelly said originally locating downtown was unusual, but gave the new company good visibility in the early years.

"London really identified with the brand and took ownership . . . People could look right in our big windows," she said.



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Black Fly Beverage Co., founded by Rob Kelly and Cathy Siskind-Kelly, will move to an industrial building on Sovereign Road.

Black Fly needs the room for expansion because it recently broke into the British Columbia and Alberta markets, said Siskind-Kelly. The company also distributes in Nova Scotia and to almost all the LCBO outlets in Ontario.

Black Fly will be adding more production shifts and expanding its full-time staff of about 10 people.

She said the current loca-

tion should find another tenant quickly because of its proximity to the John Labatt Centre.

The company makes two flavours of premium vodka-based coolers and Spiked Ice, a frozen cooler product. Siskind-Kelly said a new product would be introduced this summer.

Hank Daniszewski is a Free Press business reporter.