

Canberra businessmen in juicy carbon first

By CAYLA DENGATE

TWO CANBERRA men have created the world's first carbon-neutral juice company.

Mark De Luca and Onur Kece started Found – an organic pomegranate juice company – and have seen it slowly infiltrate Australian markets.

While this little-known fruit is uncommon in Australia, pomegranate juice and products are popular in Europe, especially in Turkey, where Onur's family is from.

"Pomegranates have always been part of Onur's menu, but like most Australians, I wasn't too familiar with them," Mr De Luca said.

"One day, we were having a few beers in Bondi where we now live and we got talking about pomegranate juice. We suddenly saw that there was a huge hole in the market."

Mr De Luca and Mr Kece were working in Sydney advertising firms at the time and were faced with the daunting decision to leave the security of their jobs.

"It was scary, it still is. We were both doing quite well in our respective fields, I was a strategic planner at M&C Saatchi and Onur was a creative artist at BMF Advertising but at the end of the day, we were both stuck working for the man. We wanted to do something for ourselves and be our own bosses for a while."



Mark De Luca, left, and Onur Kece, originally of Canberra, have started a carbon-neutral juice company.

They exchanged their offices for a delivery van and set off creating Found.

"From the outset, we knew the juice had to be completely organic, so we spent a lot of time researching pomegranate farms in Turkey and testing other juices on the market."

In line with the organic line, they chose to make a carbon-neutral product, through the Carbon Reduction Institute.

"Every track of energy from making the bottles, to farming the fruit, to shipping the bottles over is all calculated and paid back. So it's not only good for your body, it's good for the environment too."

Mr Kece began creating the labelling and pamphlets using his advertising skills.

And the duo were savvy about the media industry – they have been featured in everything from *The Herald Sun* and *The Financial Review* to more obscure magazines, but said they couldn't have done it without their family.

"Especially in Canberra, our family helps a lot. Onur's dad is helping distribute it and my sister is out there promoting it to cafes around the area. It's a real family network pumping out the product, it's great."

There are 29 Canberra stockists and Mr De Luca said they hoped to sign up more.

"We really want to get into that Civic, Manuka, Kingston area and sell it in the boutique cafes, that's where we see ourselves."