

Invest Ottawa DMS Future Proof

Success Story: Carlington Booch

The Story

Carlington Booch is a social enterprise that brews small-batch kombucha, a popular fermented tea drink, to help fight addiction in Ottawa. Co-founder Jon Ruby experienced his own struggles with addiction in the past and decided to make a difference by developing online addiction recovery courses through Union City Church. Carlington Booch not only provides financial support but also offers employment and volunteer opportunities for people coming out of addiction treatment centers. But when the pandemic hit, their main sales areas were affected immediately.

The Obstacle

When Ontario's first lockdown began in March 2020, Jon's sales dropped to zero. With corporate offices shut and foot traffic into coffee shops halted, he saw a serious threat to his company's future. He was also deeply concerned for those struggling with mental health and addiction in isolation due to the pandemic. Jon found himself scrambling to find an alternative way to maintain the business's momentum while staying connected to the community members he cares deeply about.



The Solution

Within weeks of contacting the Digital Main Street Transformation Team, Jon saw his website's e-commerce platform and online brand transformed. The Team first powered the online store with Shopify, then redesigned his website and connected all social channels to create an immersive and user-friendly experience. As a result, his content has been transformed into an agile narrative that attracts business, while preserving the integrity of his socially conscious brand.

The Update and the Future

After introducing the new digital platform, Jon has seen online traffic and product sales increase by more than 20% - an upward trend he expects will continue in the future. With an agile digital renovation fuelling growth, Jon now plans to revert his attention to his true passion: community involvement and supporting others.



Testimonial

“It was an honour to have worked with the Transformation Team,” says Jon. “Anyone can get online traffic, but the resources I gained from the Future Proof Program will help us retain that attention. Bringing in a professional touch was paramount for me, and I absolutely recommend the program for any business looking to get some expert support.”

Get Connected!



Jon Ruby

Co-Founder, Carlington Booch

carlingtonbooch.com

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