



TotesOats Granola

Lanswers Inc.

SOS-free, 100% pure oven baked granola

1. Company and Brand Overview

- Lanswers Co., Ltd. started as a small TotesOats store in Gwanghwamun, Seoul, and has since grown into a premium granola manufacturer.
- Established in 2024, the company has expanded its market presence by securing placements in major premium department stores such as SSG, Galleria, AK, Hyundai and by entering overseas markets, and participating in international food exhibitions as well as exporting to international buyers in Asia.






Company Milestone

- **2018:** Opened the first TotesOats road shop in Gwanghwamun
- **2020:** Relocated the TotesOats store to Myeongdong
- **Jan 2024:** Established Lanswers Co., Ltd. as a corporation
- **April 2024:** Entered major department stores including Shinsegae, Galleria, AK Plaza, and Hyundai Department Store
- **May 2024:** Selected for the KOTRA K-Snack program and commenced exports to China
- **Aug 2024:** Selected for the Yongin Y-Trade Program and the Japan Market Development Delegation
- **Nov 2024:** Signed MOUs with Izawa and Houzan in Osaka and Tokyo, and began exports to Japan
- **Dec 2024:** Operated a Christmas pop-up store at Lotte Department Store
- **Jan 2025:** Selected to participate at the IFE International Food Exhibition in London, hosted by aT (Korea Agro-Fisheries & Food Trade Corporation)
- **Feb 2025:** Initiated development of Korean-style granola using Yongin Baekok Rice

2024 龍仁市日本市場開拓団

| 会場 | AZUR TAKESHIBA 12F(Hakuho) | 日時 | 2024年 11月

| 主催 |  韓国京畿道龍仁市

| 共催 |  京畿道経済科学振興院  京畿ビジネス



2. Challenges and Solutions

Problems with current granola market

- Overly complex ingredient lists, making products unsuitable for diverse dietary needs
- Low actual granola content compared to fillers
- Excessive use of preservatives and artificial additives
- Rancidity caused by sugar and oil used in conventional roasting methods

TotesOats' Solutions

- **Clean Ingredients:** No artificial additives, delivering a natural and premium taste
- **Pure Roasting Process:** Manufactured without sugar, oil, or salt, making it suitable for vegan and gluten-free diets
- **Oil-Free Oven Baking:** Reduces fat content and minimizes rancidity
- **High Granola Content:** Offers superior nutritional value with a higher percentage of core ingredients

3. Product Lineup

Oat-Based Granola

- **Key Ingredients:** Oats, almonds, and maple syrup only
- **Manufacturing Principles:** No sugar, no oil, no salt – strictly adhering to clean food standards
- **Texture:** Soft and crunchy; all oven baked



Rice-Based Granola

- **Use of Local Ingredients:** Made with premium regional Yongin Baekok rice
- **Sugar free:** Uses alternative sweeteners
- **Texture:** Soft and crunchy; all oven baked





ORIGINAL

- SOS FREE: No salt, oil, sugar and preservatives
- Oatmeal, almonds and maple syrup

COCONUT FIG

- Original + oven baked coconut chunks paired with chewy and sweet dried figs

CHOCO STRAWBERRY

- Original + rich real dark chocolate chips paired with freeze-dried strawberries; very popular among younger customers



BROWN RICE BLACK SESAME PROTEIN GRANOLA

- A quintessential K-Granola made with nutritious Yongin Baekok brown rice, almonds, and black sesame, oven-baked with a blend of healthy alternative sugar free sweeteners.

4. Brand Strength

- TotesOats has successfully built its brand through direct consumer engagement, starting with flagship stores in Gwanghwamun and Myeongdong as well as influencer-led group purchases and presence in major department stores.
- As we continue to expand, we aim to position TotesOats as a leading brand in the global market, delivering Korean-style granola with exceptional product quality and manufacturing expertise.





Thank You

TotesOats / Lanswers Inc.

📍totesoats_official

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