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# TotesOats

SOS (Sugar, Salt, Oil) free premium granola

Lanswers Inc

# Introduction

- Starting as a small store in Gwanghwamun in 2018, TotesOats is a premium yogurt & granola brand that has been receiving continuous support and love from customers.
- In 2020, the store moved to Myeong-dong, opened an online store on Naver in 2021, and converted into a corporation (Lanswers Co., Ltd.) and OEM manufacturing (G-well Co., Ltd.) in 2024 to provide delicious and healthy products to more customers, continuing its steady growth.



# Introduction

In 2022, TotesOats products entered department stores such as Shinsegae, Galleria, and AK. After the 2024 renewal, they also entered Hyundai Department Store.





## Introduction

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Since 2023, based on the experience of conducting two group buying events with actual TotesOats customers who are YouTube influencers, we are striving to introduce the renewed products to more customers through various channels. We are receiving a lot of interest and support, especially from women in their 20s to 40s.



# Problem

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- Currently, the granolas on the market have too many added ingredients, failing to meet the needs of customers with diverse dietary habits.
- The actual granola content in granola products is generally low.
- Many granola products currently on the market contain a lot of additives such as sugar, fat, and preservatives.
- Due to the use of additives and oils, the unique rancid taste of oats often occurs."



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# Solution

TotesOats uses only three ingredients: oatmeal, maple syrup, and almonds. It is much healthier and tastier without any additives.

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During roasting, no sugar, oil, or salt is added, making it suitable for customers with various dietary habits, such as vegans and vegetarians.

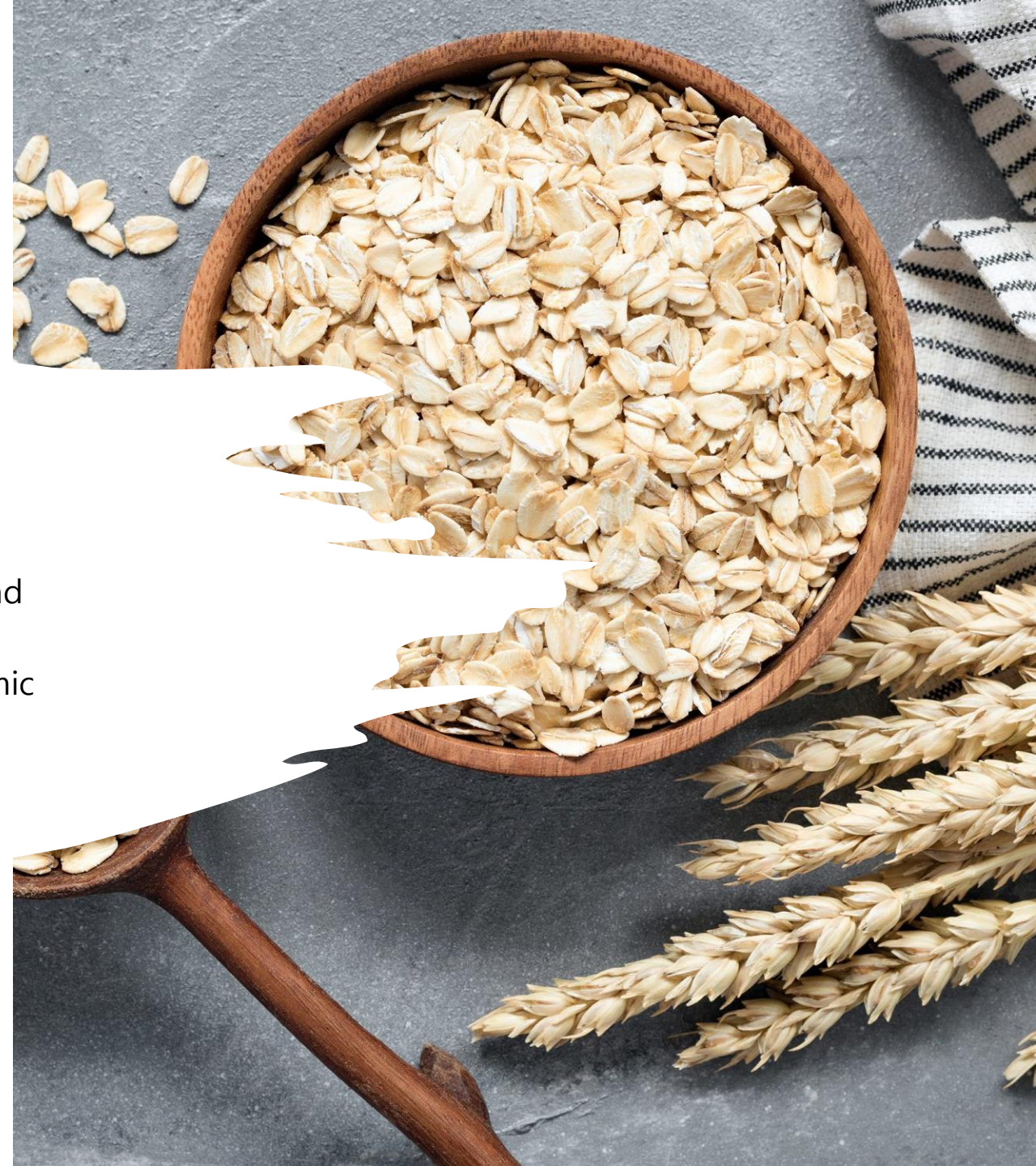
As it is baked without oil, it contains significantly less fat compared to other brands and reduces the rancid taste of oats, making it fresher and cleaner."





# Ingredients

- Oatmeal: Gluten-free, rich in vitamins, antioxidants, and dietary fiber
- Maple syrup: A healthy sweetness with a lower glycemic index than regular sugar
- Almonds: Helps lower cholesterol levels and contains omega-3 and omega-6 fatty acids





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## Product lineup



# Original Granola

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SOS FREE: No salt, oil, sugar and preservatives

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Made only with oatmeal, almonds and maple syrup

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Baked in the oven without oil and additives, it has less rancid taste and can be enjoyed fresh and clean.

All products are 350g unless otherwise specified.



# Coconut Fig Granola

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Original granola base

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+ Coconut chunks: Malaysian coconut chunks baked in the oven, not fried in oil

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+ Dried figs: Chewy and sweet dried figs from Turkey, diced

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All products are 350g unless otherwise specified.



# Choco Strawberry Granola

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Original granola base

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+ Chocolate chips (real dark chocolate chips, not compound, 45% cocoa content)

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+ Freeze-dried strawberries (Polish, diced, 100% strawberries)

All products are 350g unless otherwise specified.



# Proven record of success

Since 2018, we have been a proven brand through validation by customers at our Gwanghwamun and Myeong-dong road shops, as well as online.

Average score for granola products on Naverstore: 4.84

**슈로그 2020.12.15.**  
**광화문 요거트 토츠오츠 가성비대박**  
 저~~번에 광화문에서 샐러드 함께 먹고 방문한 곳 광화문 요거트 토츠오츠 인스타에서 꽤 많이 보이는.. 요거트 토츠오츠 외관 디자인은 매우 작으면 바 테이블 하...  
 #광화문요거트 #광화문요거트맛집 #광화문그릭요거트 #광화문맛집

**폼폼이,잘박이네 2021.04.30.**  
**명동맛집 요즘 핫한 그릭요거트 맛집 - 토츠오츠 리얼후기**  
 명동맛집, 회현맛집 토츠오츠 든든한 한끼로 그릭요거트 인기 엄청 많아요!! 양도 많고 가격도 좋아서.. 없고 #명동맛집 #토츠오츠 가 제일 가까운거죠! 만삭이여도...  
 #음식 #그릭요거트 #명동맛집 #토츠오츠 #회현맛집

**HASO's BLCoaster 2021.07.19.**  
**명동 토츠오츠 그릭요거트 전문점**  
 #토츠오츠 #명동 #그릭요거트 요거트 좋아 아주 좋아 하지만 밖에서 사 먹을때만 가성비 떨어져서 잘 안 사먹게 되는 메뉴 중 하나 검색해보니 토츠오츠가 꽤 괜찮...  
 #토츠오츠 #명동 #그릭요거트 #데이트아웃 #요거트 #코코넛청크  
 MLLG/조샌드위치/명동 토츠오츠/피자헛 하프앤하프/코끼리베이글 육림자크...  
 MLLG/블랙 트러플 새우강/석화 하프월/베라 파인트/란주칼면/토츠오츠/빔스/...

**리뷰**

저는 토츠오츠 코코넛 무화과 먹는데 맛있어용!ㅋ 달달하기만한것보다 그레놀라 특유의 고소한맛을 더 좋아하는편인데 이걸 기름지지않게 고소하고 바삭해서 좋더라구요  
 요거트에 딱 섞어먹으면 바삭하면서 고소하게 요거트가 그 트यी 사미르 딱 잡아주는 느낌 ^^ 괜

★★★★★ 5  
 m\*\*\*\* · 21.09.29. · 신고

**BEST** 역시 토츠오츠 그레놀라는 사랑입니다.^^ 적당히 달콤하고 담백해서 좋습니다.~~

사용자 총 평점 **5.0**  
 평점 비율: 5점 4점 3점 2점 1점 (93% 5점)

**스토어 PICK**  
 판매자가 직접 선정한 베스트 리뷰입니다. 16/28

★★★★★ 5  
 ziod\*\* · 21.10.22.  
 오자마자 먹어봤는데 ㅋㅋ 진짜 고소하고 담백하게 최고입니다!!! 특히 요거트랑같이 먹으니까 더 꿀맛이더라고요 ㅋㅋ

토츠오츠 그레놀라는 느끼하지 않고 너무 딱딱하지 않아서 좋아요 불필요한 건과류로 채우지 않고 정말 그레놀라가 듬뿍인데다 다른데서는 손톱만하고 주먹만도 못한 양에 엄청 비싸게 파는 코코넛청크를 정말 후하게 주시고.. 너무 좋습니다ㅠㅠㅠ 또 또 또 먹을거예요!!!

★★★★★ 5  
 swee\*\*\*\*\* · 22.05.30. · 신고  
 재구매 초코 그레놀라가 찐한데 또 안 과해서 좋아요 저번에 샀을 땐 과자처럼 먹느라 다 먹었어요 ㅋㅋㅋ

★★★★★ 5  
 ske0\*\*\*\* · 22.01.20. · 신고  
 한달사용기 원래 그레놀라를 다 먹지 못 해서 버리고 그러는 편인데 이걸 넘 맛나서 다 먹었어용 꿀맛입니다  
 리뷰가 도움이 되었나요? 0

# Conclusion

Healthy yet delicious. TotesOats has become even more faithful to the essence of our products and improved their marketability. We sincerely hope to reach more customers through continued collaboration with your company.





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# Thank you

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**TotesOats (Lanswers Inc.)**

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