



WHAT'S UP GRAN-HOLA


CREATING THE NEW WAVE OF HEALTHY
BREAKFAST FOODS



WHY WAS GRAN-HOLA CREATED?

*We all know what granola is,
this breakfast food has been
around for years and many
of us eat it in the hopes of
being healthier.*

But most granolas found in
supermarkets have added sugars,
and leave us feeling sluggish.





WHY DOES IT MATTER TO US?

Healthy habits are part of our culture.

We are on a mission to create no nonsense, healthy yet delicious snacks that remind us all of the kid in each one of us. Because healthy eating does not have to be boring.

A close-up photograph of golden-brown granola clusters and individual flakes scattered across a white surface. A semi-transparent green circle is centered over the image, serving as a background for the text.

more than breakfast foods

WHAT WE'RE DOING

more than just healthy

SNACKING IS HERE TO STAY

*Granola is more than just a
breakfast food*

26% of U.S. consumers snack multiple times a day, and another third snack at least once daily; 38% say they replace meals with snacks (usually lunch) at least occasionally.

HOW WE'RE DOING IT

COMMUNITY

Our brand grew around our community. We created our products based on feedback, customer interactions, and creating bonds through social media.

CONVENIENCE

COVID-19 forced us to innovate and give our customers a variety of delivery and order options. This resulted in a deep focus on customer satisfaction and on creating sales channels with our customer's needs in mind.

CULTURE

Our culture is in our DNA. We're Venezuelans who want our culture to shine through our products in a way that is accessible and inclusive.

OUR FOCUS

Quality and flavor

- No compromises made on quality.
- Snacking should be exciting and fun, not boring.
- Our customers should feel connected to our brand, where they never run out of inspiration and feel excited to be a part of our community.



A close-up, top-down view of a white surface covered with golden-brown granola clusters and individual flakes. Small dark seeds are scattered throughout. A large teal circle is centered over the image, containing white text.

Join us in our mission!

**THANK
YOU**

whatsupgranhola.com