

Brand Spotlight : Insights and Ratings

Explore Expert Reviews, Consumer Ratings, and a Comprehensive Overview of Your Favorite Brands.



Brand Name	KOLSON
Company	Lotte Kolson Pvt Ltd
Category	Food & Beverages - Packaged Foods
Market	urban_major_cities,nationwide
Rating Updated	7th May 2026

Brand Audit Summary for KOLSON

Now a part of the South Korean Lotte Corporation, Kolson owns the iconic 'Slanty' brand. They are pioneers in the pasta category, making Italian-style meals accessible to the middle class.

A detailed consumer survey and expert audit reveal the following insights into the brand's performance:

Final Brand Story

A dynamic snack and pasta leader that bridges the gap between traditional munchies and international food standards.

Quality Score : 84.5%

Lotte ownership has improved standards

Familiarity : 95%

Slanty is a household name

Affordability : 95%

Well-priced for the school-lunch segment

Availability : 95%

Wide urban and rural reach

Trust : 95%

Known for clean, tasty snacks

Customer Loyalty : 95%

Strong repeat purchase for Slanty and Pasta

Brand Messaging : 84.5%

Functional but rarely "inspiring"

Sustainability : 84.5%

Standard snack foil packaging

Innovation : 84.5%

Leading the way in pasta variety



Overall Score

A+
90.33%



TRUST

Highly Trusted

A+



CUSTOMER
LOYALTY

Very High

A+



BRAND
MESSAGING

Clear

A



SUSTAINABILITY

Basic Steps

A



INNOVATION

Innovative

A



Brand Index Analysis

Post-acquisition by Lotte, Kolson has improved its operational efficiency and modern trade presence. Their 2026 strategy relies on "crave-able" innovation, such as new snack shapes and flavors that keep younger consumers engaged.