

# FINANCIAL TIMES

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## Sugar coated

Customer service is a top priority in any business, and these days not even Santa Claus is exempt.

Momints, a liquid-filled breath freshener, is offering a free carton of mints to Santas, to ensure the jolly fellows don't asphyxiate any gift-wishing tots with stinky breath.

"I want to spread holiday cheer by ensuring that all authentic Kris Kringle nationwide can experience minty fresh breath," says Anthony Shurman, who breathed life into the campaign.

A spokeswoman for Yosha Enterprises, the New Jersey-based company that makes Momints, tells Observer the company will send "authenticated Santas" cinnamon-flavoured mints.

But the company is not discriminating among holiday workers. "While our campaign has clearly targeted Santas, any elves that have the chutzpah to reply with authentication may receive some... Momints."

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