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PRODUCT  
& PROMO  
NEWS

Liquid-filled breath mint delivers burst of peppermint flavor

Westfield, N.J.-based **Yosha! Enterprises** Inc. introduces **Momints**, liquid-filled breath mints that deliver a burst of peppermint flavor in tiny blue iridescent spheres. "Consumers appreciate that you can easily tuck the **Momints** EZ Slide pack into your jeans or in the cellophane wrapper of a cigarette pack," says Anthony Shurman, president. The suggested retail price of **Momints** is \$1.69.

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