



Breath-Mint Evolution

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DALLAS -- The country's first liquid-filled breath mint is debuting at 7-Eleven.

Momints breath mints will be available nationally at up to 5,300 participating 7-Eleven stores. Encased in a patent-pending EZ Slide pack, Momints' blue iridescent spheres contain zero calories.

"Momints is the first product in what I think will become the next major segment in the breath-mint market: liquid-filled mint capsules," said Derek Schmitt, confectionery category manager, 7-Eleven, Inc. "Like breath strips during the last two years, Momints represents the next substantial evolution of breath-mint technology."

Momints was in production for 18 months.

"7-Eleven immediately recognized that Momints represents the next generation of breath mints," said Anthony Shurman, president of Yosha! Enterprises Inc., which manufactures Momints. "We are pleased to launch our product with a retailer known in the industry as forward thinking and for its strong track record for identifying successful new products and services."
