

Students find liquid-filled mints up to challenge

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Jessica Simpson and her sister, Ashlee, have been promoting *Ice Breakers Liquid Mints* on TV commercials for a couple of months. But the little blue orbs have some competition.

Momints calls itself the original liquid-filled breath mint and says its iridescent spheres of flavor are the best. Just try our mints, pleads the PR person for Yosha! Enterprises. She sent packets of **Momints** and Hershey's *Ice Breakers* for a taste comparison.

We took the challenge to the University Center at the University of Houston.

Our random survey of students made it a close call. The five taste testers found the products very similar; three preferred **Momints** while two liked *Ice Breakers* better.

Most of our guinea pigs are *Altoids* fans, but a pair also expressed a fondness for *Listerine PocketPaks* and student Adrian Walle pops *Winterfresh* gum.

RANDOM THOUGHTS

Elizabeth German: "Not worth buying."

Michelle Bellvin: "I will buy both of these products."

Bellvin: "The **Momints** I had were really hot. They almost tasted like Big Red gum but stronger."

Bridger Bell: "The **Momints** flavor concentrates in one area, to the point of discomfort."

- Both products got extra points for the compact packs.

Bell: "The **Momints** packaging dispenses one at a time neatly — once you figure out how to use it."

Adrian Walle: "I like the small package."

- They freshen breath.

Tiffany Godbold: "I ate a little bit of everything this past weekend and both mints worked very well."

Walle: "They both seem pretty good to me. Better than gum."

MINT DETAILS

Suggested retail price:

- Momints

Cost: \$1.69 for 36.

Flavors: peppermint, winter burst and cinnamon.

- Ice Breakers

Cost: \$1.79 for 30.

Flavors: peppermint.