

New Products

LIQUID-FILLED BREATH MINTS ▼

Yeshai Enterprises expands its line of liquid-filled breath mints, Momints, joining its bold peppermint flavor is Cinnamon Momints and Winter Burst Momints. 7-Eleven first introduced Momints nationally in August 2003, and the retailer sees liquid-filled mints as an "big story," according to the company. In addition to the full-size packaging, which holds 36 mints, the iridescent spheres are now also available in transparent 8-count tubes that look like tiny perfume sample bottles. The company says it likens the product to "perfume for one's breath."



— Yeshai Enterprises Inc., 144 St. Paul Street, Westfield, N.J., 07090; 908-301-1058; momints.net