

## Momints® Liquid-Filled Breath Mint Expands Category

Yoshal Enterprises, Westfield, NJ, who created the liquid filled breath mint category with the launch of Momints®, America's original liquid-filled breath mint, extends its bold peppermint brand with the addition of two new flavors - Cinnamon and Winter Burst - and revolutionary new translucent "tube" packaging that artfully conveys that Momints is the ultimate 'perfume for the breath.'

"As a small, nimble, and fast-moving company, we've created an entirely new category of mints - liquid filled mint capsules - that previously didn't exist," said Anthony Shurman, president of Yoshal Enterprises Inc., the Westfield, NJ-based manufacturer of Momints. 7-Eleven confectionery category manager, Derek Schmitt notes that with "Momints new alluring tube packs and new flavors as well as Hershey's Ice Breakers entry into the category, I expect liquid-filled mints to be the big story in the category in 2004." 7-Eleven was the first retailer to introduce Momints® liquid mints nationally in August of last year.



Thousands of consumers logged onto the company's website to vote for the next flavors of Momints. "As a consumer-oriented company, we actively listen to what our customers want. Hands-down our die-hard fans demanded Momints expand the flavor offerings to include Cinnamon and Winter Burst," said Shurman.

In addition to the full-size package, Momints' bold iridescent spheres are now also available in eye-catching, stylish, transparent 8-count tubes that look like the tiny perfume sample bottles commonly used by fragrance companies the world over.

"We liken the product to perfume for one's breath," said Shurman, "and the tubes work exceptionally well to highlight the unique and appealing look of the mints themselves. These tubes are already a big hit through our alternative channels in hip nightclubs and restaurants in NY, Miami, and LA. We're excited to expand the line and we are confident that with continued innovation like this we will remain steps ahead of the pack."

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