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Unique Visitors Per Month: 78,815

## Will New Product Launches focus on Cross Category Migration Strategies for Growth?

### A Convergence of Vitamins and a Breath Mint

Convergence... we see this most clearly in Technology Convergence and in particular in our smartphones that also have a built in camera, email apps... it is rapidly rendering watches to oblivion... you get the point.

In the food & beverage sector we see convergence, or cross category migration, in snacks... Pretzel Crisps brand capitalizes on the trend of snacks becoming meals with consumers... grazing up to 9 times a day.

Vitamints brand is launching a "**vitamin-and-mint-in-one**"... how often do you forget to take your vitamins? Vitamints are conveniently packaged in sleek tins that easily fit into a pocket, gym bag, purse or computer case.

Capitalizing on the trends in functional beverages to have SKU for a specific functional benefit, Vitamints are available in five varieties:

- **Immune:** Proactively boosts immune function
- **Energy:** Helps maintain stamina and endurance
- **Calm:** May improve relaxation to alleviate symptoms of stress
- **Focus:** Helps enhance concentration and memory
- **Multi for Women:** Designed specifically to address women's health needs

Vitamints are available at Walgreens with a suggested retail price for a sixty-count tin is \$4.99.