

# Impactful Ways to Use Custom Mint Wrappers

Recent research tells us consumers are pleasantly surprised and feel appreciated when offered a custom wrapped mint

**61%**

are more likely to return & recommend the business to others

**69%**

think more highly of the business and feel more valued

**71%**

believe branded mints leave a more positive impression of the establishment



## Creative Ways to Customize the Wrapper

- Engage consumers with a call to action or coupon offer
- Incorporate a QR code that drives consumers to a website
- Promote social media channels such as Facebook, Twitter, or Instagram
  - Drive awareness of a new product or service

