ENHANCING KIT FOR COMESTIBLE PRODUCTS

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Abstract:
The invention relates to an edible composition comprising an enhancing agent, such as a sweetener, wherein the edible composition is contained in a portion of a container that is removably attached directly to a comestible product or to a package containing a comestible product.
ENHANCING KIT FOR COMESTIBLE PRODUCTS

CROSS-REFERENCE TO RELATED APPLICATIONS

[0001] This application is related to the following applications, which were filed in the United States Patent Office on the same day hereof: “LOW CALORIE, PALATABLE SUGAR SUBSTITUTE WITH ENHANCED SWEETNESS” [Attorney Docket MSP 5026]; “KIT FOR PROVIDING SWEETENERS HAVING NON-STANDARD SWEETNESS LEVELS,” [Attorney Docket MSP 5027]; and “METHODS FOR PROMOTING COMESTIBLE PRODUCTS” [Attorney Docket MSP 5028].

BACKGROUND OF THE INVENTION

[0002] 1. Field of the Invention

[0003] This invention relates to a kit for enhancing the flavor, color, nutritional content and/or the like of comestible products, and a method for selling comestible products using such a kit.

[0004] 2. Description of the Prior Art

[0005] Consumers often add different types of flavors to the foods they consume in order to customize the taste to their personal preferences. One of the most commonly added flavor is sweetness. Sweeteners are typically added to beverages such as coffees and teas, on cereals, on fruits, as toppings on baked goods, and the like. The appeal of a product is typically increased as a result of sweetening. This preference is generally apparent in many cultures, but is particularly prevalent in western cultures.

[0006] One type of known sweetener is the “nutritive sweetener,” which not only provide sweetness but also are absorbable into the human bloodstream and are metabolized, thereby providing energy for immediate use or storage as fat. Examples of nutritive sweeteners include, but are not limited to sucrose, dextrose (glucose), and fructose. Consumers often flavor their foods with nutritive sweeteners in the form of sucrose (table sugar), crystalline glucose, fructose, molasses, and syrups such as corn syrup.

[0007] A well-known alternative to nutritive sweeteners is the high intensity sweeteners ("HIS"), which provide a means for sweetening products without the caloric burden and other metabolic impacts associated with nutritive sweeteners. Examples of high intensity sweeteners include, but are not limited to sucralose and aspartame.

[0008] Both nutritive and high intensity sweeteners are readily available in convenient unit dose packages containing free flowing powders, granules, crystals, agglomerates, particles, syrups, and solutions. Examples of such unit dose packaging include, but are not limited to packets, stick packets, sachets, and the like. Typically, such commercially available unit dose packaging contains a sweetener having the equivalent sweetness of 1 or 2 teaspoons of sugar; however, such packages may contain other useful quantities as disclosed in the aforementioned related patent applications.

[0009] Such unit dose packages of sweeteners are typically sold to consumers in multi-pack units. For example, containers with 50, 100, 200, 400, 400, and 2000 individual packets of SPLENDAD® No Calorie Sweetener product are commercially available from McNEIL NUTRITIONALS, LLC. These unit dose packages are also available from multi-pack containers and dispensers in most restaurants, coffee shops, and the like. A single, unit dose package of sweetener is not only available at retail establishments, but is sometimes sent to consumers as single unit dose package samples.

[0010] Fruit is one type of food that is frequently sweetened by consumers. Many types of fruit, such as grapefruits and strawberries, are typically sweetened in locations, such as an office or mobile setting, where the sweetener of choice is not conveniently available. Although fruits and similar products could be presweetened, this is not done typically as the sweetness level preference differs from one person to another.

[0011] It would be desirable to provide consumers with a customizable kit for enhancing the flavor, color nutritional content, and/or the like of comestible products that would be available at all points of use.

SUMMARY OF THE INVENTION

[0012] The invention provides a kit for enhancing comestible products comprising a container for containing an edible composition comprised of an enhancing agent, such as a sweetener, wherein such container is removably attached to the comestible product or packaging therefor as described in the claims.

DETAILED DESCRIPTION OF THE INVENTION

[0013] It is believed that one skilled in the art can, based upon the description herein, utilize the present invention to its fullest extent. The following specific embodiments are to be construed as merely illustrative, and not limiting of the remainder of the disclosure in any way whatsoever.

[0014] Unless defined otherwise, all technical and scientific terms used herein have the same meaning as commonly understood by one of ordinary skill in the art to which the invention belongs. Also, all publications, patent applications, patents, and other references mentioned herein are incorporated by reference. As used herein, all percentages are by weight unless otherwise specified.

[0015] As used herein, “kit” shall mean a set or collection of items that are packaged in a manner that allows for carrying the items together, e.g. as a single unit.

[0016] As used herein, “calorie(s)” shall refer to Kcal(s).

[0017] As used herein, a gram (or other given amount) of “Sucrose Equivalent Sweetness” shall mean the amount of HIS needed to be added to an 8 ounce glass of water in order to provide the same sweetness as an independent 8 ounce glass of water containing 1 gram (or that other given amount) of sucrose. For example, 1/100 g of aspartame will equal about 1 gram of Sucrose Equivalent Sweetness because aspartame is about 200 times sweeter than sucrose. Similarly, about 1/500 g to about 1/600 g of sucralose will provide one gram of Sucrose Equivalent Sweetness because sucralose is about 500 to about 600 times sweeter than sucrose.

[0018] One embodiment of the present invention is directed to a kit for enhancing the flavor, color, nutritional
content, and/or the like of comestible products comprised of, consisting of, and/or consisting essentially of a comestible product having an optional outer package and at least one container with a portion for containing an edible composition comprising at least one enhancing agent, wherein the container is removably attached to the surface of the comestible product or to its optional outer package.

[0019] As used herein, a “comestible product” is an edible food or dietary supplement product that is desirable by consumers to flavor or otherwise enhance at a point of use.

[0020] Examples of suitable comestible products include, but are not limited to, fruits such as strawberries, grapefruit, tomatoes, mangoes, bananas and the like; vegetables, such as carrots, broccoli, squash, and the like; cereals, oatmeal, instant coffee, powdered milk, powdered soft drinks, yogurts, and the like.

[0021] The comestible products may optionally be contained in outer packaging including but not limited to boxes, cartons, packets, cups, baskets, plastic wrap and the like. For example, servings of cereals and oatmeal may be contained in individual packets or boxes, while powdered soft drinks may be contained in packets or cups. Many types of fruits and vegetables may be contained in cartons or half cartons.

[0022] The outer packaging for the comestible products ideally may be comprised of a material that not only is resistant to the normal shipping and storage conditions of the comestible product which it holds, but for certain comestible foods like cereals and oatmeals, it also should provide for an appropriate moisture and gas permeability in order to improve the stability of the product and reduce the risks of odor contamination.

[0023] The edible composition may be present in the container in an amount that may vary depending upon, for example, the type of comestible product to be enhanced, the volume of comestible product to be enhanced, the concentration of enhancing agent in the edible composition, and the like. However, one skilled in the art would readily appreciate without undue experimentation that the enhancing agent should be used in an amount sufficient and appropriate to affect the comestible product in the desired manner. The edible composition within the container may contain, based upon the total weight of the composition, from about 0.001 percent to about 100 percent, e.g., from about 5 percent to about 99 percent of enhancing agent and from about 99.999 percent to about 0 percent, e.g., from about 95 percent to about 1 percent of optional ingredients.

[0024] “Enhancing agents” as used herein include any agents that may affect the flavor, texture, nutritional value, color, sweetness, and/or the like of a comestible product. Examples of enhancing agents suitable for use in the present invention include, but are not limited to sweeteners, flavorants, nutritional components, such as vitamins, minerals, or nutritional supplements, colorants, or mixtures thereof.

[0025] Examples of suitable sweeteners include the nutritive sweeteners, high intensity sweeteners, and mixtures thereof. Suitable nutritive sweeteners include, but are not limited to sucrose, dextrose (glucose), fructose, honey, corn syrup, molasses and mixtures thereof. Examples of suitable high intensity sweeteners include, but are not limited to sucralose, aspartame, saccharin, cyclamate, neotame, alitame, acesulfame potassium; sweet proteins such as brazien; extracts of sweet plants such as stevia; and their salts and derivatives thereof; and mixtures thereof.

[0026] In one embodiment, the high intensity sweetener that is employed in the invention is sucralose, which is the compound 4,1',6'-trichloro-4,1',6'-trideoxygalactosucrose.

[0027] Suitable flavorants include any synthetic or natural agent that would provide an acceptable flavor to the comestible product and is acceptable for use in food products. Example of suitable flavoring agents include, but are not limited to spices such as pepper, onion, garlic, and the like; salts such as sodium chloride or potassium chloride; acids such as citric acid, maleic acid, lactic acid; fruit extracts such as lemon oil; dibiliting agents such as cream of tartar, and the like.

[0028] Examples of suitable nutritional components include, but are not limited to vitamins, such as vitamin D, vitamin B6, ascorbic acid, sterols and stanols and their fatty acid esters, which are commercially available from McNEIL NUTRITIONALS, LLC. under the tradename, “BENECole®,” probiotics products such as those containing bacteria from the genera Lactobacillus or Bifidobacterium, Escherichia, Enterococcus, Bacillus and/or yeast from the genera Saccharomyces, and mixtures thereof.

[0029] Examples of suitable colorants include any food-quality dyes.

[0030] The enhancing agent may be combined with other optional ingredients typically found in food products including but not limited to binders such as water soluble and/or water insoluble carriers, thickeners such as guar gum, bulking agents such as fructooligosaccharides, preservatives such as sodium benzoate, anti-moisture agents or anti-gelling agents, such as silica gel, and the like.

[0031] Examples of suitable water soluble carriers include, but are not limited to sucrose, dextrose, fructose, galactose, lactose, maltose, maltodextrine and other glu- cans, inulin and other fructans, polydextrose, xylans, galactans, nutritive sugar, sugar alcohols and other polyols, or combinations thereof.

[0032] Examples of suitable non-soluble carriers include cellulose such as those available from International Fiber Corporation under the tradename, “Solka Flo®”; water insoluble fractions of starches, resistant starches, and modified versions thereof; diatomaceous earth; lignins of various plants such as, for example, corn or trees such as larch; complex aromatic polymers and co-polymers formed from coumaryl, guaiacyl, coniferyl, or sinapyl alcohols; water insoluble hemicelluloses; water insoluble portions of amylose or amylose pectin; water insoluble fiber from plants such as, for example, nuts, oats, wheat, rice, barley, corn, or bamboo; fibers from fruits such as apples; and water insoluble fiber from vegetables such as peas, or combinations thereof.

[0033] The edible composition may be packaged in a container that preferably does not require any tools or secondary devices to open. For example, the container may be opened by tearing the paper or by removing a cap or lid as appropriate. The container may be flexible or rigid. Examples of suitable container formats include but are not limited to packets, sachets, pouches, tubes, cups, jars, bags, and the like.
The container for the edible composition ideally may be comprised of a material that not only is resistant to the normal shipping and storage conditions of the comestible product to which it is attached, but it also should also permit an appropriate moisture and gas permeability in order to improve the stability of the food enhancing agent and reduce the risks of odor contamination.

In embodiments wherein the enhancing agent is a sucralose sweetener, the container may be comprised of a material that maintains the moisture content of the sweetener during shipping and handling to between about 0.5 to about 10 percent by weight. The greater the moisture impermeability of the material, the more moisture will be retained within the container and the greater the stability of the product. In embodiments wherein the HHS is sucralose, the container may have a moisture vapor transfer rate (MVTR) of not more than about 0.25 gram water/100 square inches of surface area/24 hours, e.g., not more than 0.2 grams/100 square inches/24 hours or not more than 0.15 grams/100 square inches/24 hours or not more than 0.1 grams/100 square inches/24 hours.

One skilled in the art would readily appreciate without undue experimentation the types of materials suitable for making the container, which may include, but are not limited to moisture limiting packaging such as metalized or aluminum foil laminated substrates such as a polymer films or a kraft paper. Suitable polymers include but are not limited to polyolefins (such as high-density (linear) polyethylene, polypropylene, etc.), polyesters (such as polyalkyl terephthalates e.g. polyethylene terephthalate, polycyclohexane-1,4-dimethylene terephthalate, polybutylene terephthalate, etc.), polyvinyl chloride, polyvinyl fluoride, and copolymers of polyvinyl chloride and polyvinyl fluoride.

Additional formats for the container include, but are not limited to, multi-walled paper bags having a suitable moisture barrier, fiber drums having polymeric or aluminum foil linings integral with the drum wall or loose liners inserts. Rigid containers such as blow molded drums and pails made of polymers with moisture barriers may also be used. The container may be a flexible package such as a shipping bag made of a polymer substrate. In one embodiment, the bag may be made from aluminum foil laminated to polymer films formed from polymers that are commonly used to make moisture resistant packaging (e.g. laminates of aluminum foil with polyolefins, polyesters, styrenics or copolymers thereof).

In embodiments wherein the comestible products are fruits such as grapefruits, the container for the edible composition should be waterproof as fruits are often distributed in damp environments. When the container for edible composition is attached to a unit package of oatmeal, the container may have a paper construction.

The container for containing the edible composition may be attached to the comestible product itself or to its optional outer packaging by any suitable attachment technique. In one embodiment, the container of enhancing agent may be removable attached to the comestible product itself or to the outer packaging therefor by the use of any food grade adhesive, such as a pressure sensitive adhesive. One skilled in the art would readily appreciate without undue experimentation that suitable attachment means for use in the present invention would need to sufficiently secure the container to the comestible product itself or to its outer packaging preferably until the time of the point of use desired by the consumer. Any known attachment means capable of such properties are suitable for use in this invention and include, but are not limited to, adhesives such as rubber cement and other polymeric-based adhesives, hook and loop fasteners such as those commercially available as “Velcro®,” snaps, hooks, bands, tapes, rings, and the like.

In one embodiment where the comestible product is a beverage such as coffee, the container having a portion for containing the edible composition may either be attached directly to the exterior wall of the cup or to a secondary overwrap that substantially surrounds the exterior wall of cup and serves to insulate the temperature of the beverage.

It should become apparent that the present invention contemplates placement of the container holding the edible composition at any position on the comestible product itself or the outer packaging therefor.

Examples of particular embodiments wherein the container with food enhancing agent is removable attached directly to the comestible product include, but are not limited to: a) a packet of sweetener attached to the outer skin of a piece of fruit; b) a packet of salt and/or pepper attached to a tomato; or 3) a package of meat rub attached to a rack of ribs.

Examples of particular embodiments wherein the container with food enhancing agent is removable attached to the outer packaging for the comestible product include, but are not limited to: 1) a packet of sweetener attached to a carton of cereal or packet of oatmeal; 3) a tub containing stanol or sterol ester attached to a bagel wrapped in plastic or foil; 4) a packet of probiotics attached to a cup of yogurt; 5) a packet of sweetener attached to a package of soft drink mix or powdered milk mix; or 6) a package of sweetener and cream of tartar attached to a coffee cup.

The comestible product with the container of edible composition attached thereto may be incorporated into a master package, e.g., a multi-unit package, in order to facilitate the sale of multiple quantities of the comestible product. For example, fruit having containers of edible composition removable attached thereto may be placed in a netted bag typical of that used to sell several units of fruit. In another example, multiple packets of cereal/oatmeal, each of which having a container of edible composition attached thereto, may be placed into a carton typical of that used to sell a quantity of several individual packets.

In another embodiment of the present invention, the edible composition may be comprised of an enhancing agent that is a low calorie, palatable sugar substitute composition comprising, consisting of, and/or consisting essentially of a) a high intensity sweetener in an amount sufficient to provide greater than about 10 grams of Sucrose Equivalent Sweetness; and b) a carrier, wherein said carrier provides less than about 0.49 calories, e.g., less than about 0.4 calories or less than about 0.1 calories or less than about 0.05 calories or less than about 0.01 calories, per gram of Sucrose Equivalent Sweetness.

Examples of suitable high intensity sweeteners include any of those set forth above.
The amount of HIS suitable for use in the edible composition of the present invention may be expressed in terms of “Sucrose Equivalent Sweetness.” For example, the edible composition may be comprised of an amount of HIS that would provide the sweetness equivalent of 1 cup (about 200 grams) of sucrose, or 1 liter (about 600 grams) of sucrose. Alternatively, the HIS in the edible composition may provide the Sucrose Equivalent Sweetness to any other amount of sucrose, such as for example unit amounts of quarts, pints, 100 grams, kilograms, pounds, and the like.

In embodiments wherein the edible composition may be removably attached to the preparation of unsweetened prepared comestible products, sucralose (or other high intensity sweetener) is often used in the recipe in the amount to provide the equivalent amount of sweetness of the sugar it replaces. For example, because sucralose is about 600 times as sweet as sugar, it may be used in approximately 1/600 the amount of sugar replaced. That is, the HIS is used in an amount to provide the Sucrose Equivalent Sweetness of at least a gram, i.e., e.g., at least 50 grams, 100 grams or 150 grams of sucrose.

In one embodiment, the enhancing agent provides less than about 3 kcal, e.g., less than about 1 kcal or less than about 0.5 kcal per gram of SES to the overall edible composition.

In one embodiment, the amount of HIS in the edible composition may be customized for use in a specific food product application, such as that amount of HIS required for use in a particular cake mix, cookie mix, bread mix, brownie mix, drink mix, or cereal. This embodiment would facilitate the production and manufacture of unsweetened base food products, and would provide the consumer with the option of sweetening that food product with either a nutritive or high intensity sweetener.

In one embodiment, the carrier component of the edible composition may be comprised of any material suitable for incorporation into food regardless of its specific caloric density as long as the amount used provides less than about 0.49 calories, e.g., less than about 0.4 calories or less than about 0.1 calories or less than about 0.05 calories or less than about 0.01 calories, per gram of Sucrose Equivalent Sweetness. In one embodiment, the carrier is a free-flowing, water soluble material, and in another embodiment the carrier may be capable of providing a low glycemic response. In another embodiment, the carrier may be a non-water soluble material. In yet another embodiment, the carrier can be a mixture of water soluble and non soluble materials. As used herein, “low glycemic response” shall mean a compound that, when ingested, provides a peak insulin response which is less than the peak insulin response produced by ingesting an equivalent amount of sucrose. The carrier may also facilitate the emptying of the HIS/carrier composition from the container or provide other benefits as disclosed in U.S. Pat. No. 6,809,198.

Examples of suitable water soluble carriers include, but are not limited to sucrose, dextrose, fructose, galactose, lactose, maltose, maltodextrin and other glucose, malt, and other fructans, polydextrose, xylans, galactans, nutritive sugar, sugar alcohols and other polyols, or combinations thereof.

Examples of suitable non-soluble carriers include celluloses such as those available from International Fiber Corporation under the tradename, “Solka Floc®,” water insoluble fractions of starches, resistant starches, and modified versions thereof; diatomaceous earth; lignins of various plants such as, for example, corn or trees such as larch; complex aromatic polymers and co-polymers formed from coumaryl, guaiacyl, coniferyl, or sinapyl alcohols; water insoluble hemicelluloses; water insoluble portions of amylose or amylopectin; water insoluble fiber from plants such as, for example, nuts, oats, wheat, rice, barley, corn, or bamboo; fibers from fruits such as apples; and water insoluble fiber from vegetables such as peas, or combinations thereof.

In preparing table sugar substitute suitable for attachment to, for example, home baked goods, cereals, fruits, and in other comestibles to replace sugar, the high intensity edible composition comprising HIS and carrier can be produced by dry mixing, co-spray drying, co-freeze drying, agglomeration, blending, co-drying, extrusion, panning, serial blending, compaction, or by any other convenient process. The primary consideration is that the sweetness delivery needs to be uniform.

In embodiments where the enhancing agent is a high intensity sweetener other than sucralose, the edible composition can be made by analogous procedures using similar considerations (such as the degree of sweetness of the high intensity sweetener compared with sucrose).

In another embodiment, the container may be overwrapped with a secondary packaging materials, such as various plastic and polymer films well known to those skill in the art, cardboard box, and the like.

In one embodiment, an amount of the edible composition may be removably attached to a comestible product (or container therefor) such that the caloric content of the comestible product is significantly less than the corresponding comestible made with sugar, i.e., e.g., from about 5% fewer calories up to a one-third or more reduction in calories, and also significantly less than the HIS that is in commercially available delivery forms, e.g., packets or granular form.

Advantageously, this embodiment of the present invention permits the user to select the level of enhancing agent, such as a sweetener, for a particular application. In addition, this invention permits the use to have the enhancing agent readily available for consumption at the point of use. Further, the present invention provides the ability for a common host product to have a multitude of flavor and/or sweetness options, which thereby simplifies the manufacturing and distribution logistics of a flexible product line.

The invention illustratively disclosed herein suitably may be practiced in the absence of any component, ingredient, or step which is not specifically disclosed herein. Several examples are set forth below to further illustrate the nature of the invention and the manner of carrying it out. However, the invention should not be considered as being limited to the details thereof.

EXAMPLES

Example 1
Fruit Having Container of Sweetener Attached Thereto

A polyethylene packet, which contained about 13 mg of sucralose and about 1 gram of dextrose, was attached to the exterior surface of a grapefruit with rubber cement. The packet was about 1.2 inches by about 1.5 inches in size.
Example 2
Fruit Having Container of Sweetener Attached Thereto

[0061] A polyethylene packet, which contained about 50 mg of sucralose and about 4 grams of dextrose, was attached to the exterior surface of a quart container of strawberriesvia a plastic tie. The packet was about 1.2 inches by about 1.5 inches in size.

Example 3
Oatmeal Packet Having Container of Sweetener Attached Thereto

[0062] A packet, which contained about 13 mg of sucralose, about 1 gram of dextrose, and about 1 gram of cinnamon powder, was attached to the exterior surface of a bag of unsweetened oatmeal via a starch based adhesive. The packet was about 1.2 inches by about 1.5 inches in size and made from a paper having a polyethylene coating. A total of ten, similar individual unsweetened oatmeal bags were made and packaged in a cardboard outer container for retail sale.

What is claimed is:
1. A kit for enhancing a comestible product comprised of:
a) An edible composition comprised of at least one enhancing agent;
b) A container having a portion for containing the edible composition; and
c) A means for removably attaching the container to the comestible product.
2. The kit of claim 1, wherein the enhancing agent is selected from the group consisting of sweeteners, flavorants, nutritional components, colorants, or mixtures thereof.
3. The kit of claim 2, wherein the sweetener is selected from the group consisting of sucrose, dextrose, glucose, fructose, honey, corn syrup, molasses, sucralose, aspartame, saccharin, cyclamate, neotame, alitame, acesulfame potassium; brazien; stevia extract; and their salts and derivatives thereof; and mixtures thereof.
4. The kit of claim 2, wherein the sweetener is selected from the group consisting of sucralose, aspartame, saccharin, cyclamate, neotame, alitame, acesulfame potassium; brazien; stevia extract; and their salts and derivatives thereof; and mixtures thereof.
5. The kit of claim 2, wherein the sweetener is sucralose or a blend of sucralose with another high intensity sweetener.
6. The kit of claim 2, wherein the sweetener is a blend of sucralose with a nutritive sweetener.
7. The kit of claim 1, wherein the container is in the form of a bag, box, sachet, packet, pouches, tub, cup, or jar.
8. The kit of claim 1, wherein the means for removably attaching the container to the comestible product is an adhesive, a hook and loop fastener, a tape, a hook, a snap, a tie, a clip or a band.
9. The kit of claim 1, wherein the comestible product is a fruit, the attachment means is an adhesive, and the enhancing agent is sucralose or a blend of sucralose with another high intensity sweetener.
10. The kit of claim 1, wherein the comestible product is a vegetable, the attachment means is an adhesive, and the enhancing agent is sucralose or a blend of sucralose with another high intensity sweetener.
11. The kit of claim 1, wherein the enhancing agent provides less than about 3 kilocalories per gram of sucrose equivalent sweetness.
12. The kit of claim 1, wherein the enhancing agent provides less than about 1 kilocalories per gram of sucrose equivalent sweetness.
13. The kit of claim 1, wherein the enhancing agent provides less than about 0.5 kilocalories per gram of sucrose equivalent sweetness.
14. A kit for enhancing a comestible product comprised of:
a) An edible composition comprised of at least one enhancing agent;
b) A container having a portion for containing the edible composition;
c) An outer package for holding the comestible product; and
d) A means for removably attaching the container to the outer package.
15. The kit of claim 14, wherein the enhancing agent is selected from the group consisting of sucralose, aspartame, saccharin, cyclamate, neotame, alitame, acesulfame potassium; brazien; stevia extract; and their salts and derivatives thereof; and mixtures thereof.
16. The kit of claim 14, wherein the enhancing agent provides less than about 3 kilocalories per gram of sucrose equivalent sweetness.
17. The kit of claim 14, wherein the enhancing agent provides less than about 1 kilocalories per gram of sucrose equivalent sweetness.
18. The kit of claim 14, wherein the enhancing agent provides less than about 0.5 kilocalories per gram of sucrose equivalent sweetness.
19. A kit for enhancing comestible products comprised of:
a) A first edible composition comprised of at least one first enhancing agent;
b) A second edible composition comprised of at least one second enhancing agent;
c) At least one first container having a portion for containing the first edible composition;
d) At least one second container having a portion for containing the second edible composition;
e) At least one first outer package for holding a first comestible product;
f) At least one second outer package for holding a second comestible product; and
g) A means for removably attaching the at least one first container to the at least one first outer package;
h) A means for removably attaching the at least one second container to the at least one second outer package.
20. The kit of claim 19, wherein the first edible composition is the same as the second edible composition.
21. The kit of claim 19, wherein the first edible composition is different from the second edible composition.
22. The kit of claim 19, further comprising a master container, said master container having a portion for holding said comestible products having said containers attached thereto.

23. The kit of claim 19, wherein the enhancing agent is a sweetener selected from the group consisting of sucrose, dextrose, glucose, fructose, honey, corn syrup, molasses, sucrulose, aspartame, saccharin, cyclamate, neotame, alitame, acesulfame potassium; brazien; stevia extract; and their salts and derivatives thereof; and mixtures thereof.

24. The kit of claim 19, wherein the sweetener is selected from the group consisting of sucrulose, aspartame, saccharin, cyclamate, neotame, alitame, acesulfame potassium; brazien; stevia extract; and their salts and derivatives thereof; and mixtures thereof.

25. The kit of claim 24, wherein the sweetener is sucrulose or a blend of sucrulose with another high intensity sweetener.

26. The kit of claim 19, wherein the comestible product is oatmeal or cereal.

27. The kit of claim 19, wherein the enhancing agent provides less than about 3 kilocalories per gram of sucrose equivalent sweetness.

28. The kit of claim 19, wherein the enhancing agent provides less than about 1 kilocalories per gram of sucrose equivalent sweetness.

29. The kit of claim 19, wherein the enhancing agent provides less than about 0.5 kilocalories per gram of sucrose equivalent sweetness.

30. A method for selling comestible products comprised of

removably attaching at least one container having a sweetener composition therein to a surface of a comestible product.

31. The method of claim 30, wherein a plurality of containers are removably attached to the surface of the comestible product, and wherein a first container has a first sweetener composition that differs from a second sweetener composition in a second container.

32. The method of claim 31, wherein the sweetener compositions differ by at least one of the following characteristics:

33. The method of claim 31, wherein the sweetener provides less than about 3 kilocalories per gram of sucrose equivalent sweetness.

34. The method of claim 31, wherein the sweetener provides less than about 1 kilocalories per gram of sucrose equivalent sweetness.

35. The method of claim 31, wherein the sweetener provides less than about 0.5 kilocalories per gram of sucrose equivalent sweetness.

36. A method for selling comestible products comprised of

removably attaching a container having a sweetener therein to a package having a comestible product therein.

37. The method of claim 36, wherein a plurality of containers are removably attached to the package, and wherein a first container has a portion for containing a first sweetener composition, and a second container has a portion for containing a second sweetener composition, and said first sweetener composition differs from said second sweetener composition.

38. The method of claim 37, wherein the sweetener compositions differ by at least one of the following characteristics:

a) Type of sweetener; or

b) Concentration of sweetener.

39. The method of claim 36, wherein the sweetener provides less than about 3 kilocalories per gram of sucrose equivalent sweetness.

40. The kit of claim 36, wherein the sweetener provides less than about 1 kilocalories per gram of sucrose equivalent sweetness.

41. The kit of claim 36, wherein the sweetener provides less than about 0.5 kilocalories per gram of sucrose equivalent sweetness.