

Sweet Talker

THE OFFICIAL NEWSLETTER OF WILLIAM SANTUS & CO LTD.



Roadmap remains on track!

by Antony and John Winnard MBE - Joint Managing Directors

We hope you are all enjoying the new freedoms which have come with the gradual easing of Covid-19 lockdown restrictions and are looking forward to reconnecting with family, friends and business associates in the coming weeks.

The buzz certainly seems to be returning to the country and we are welcoming back long-standing customers from the non-essential retail and hotel and hospitality sectors, who are stocking up on supplies after being closed for so long.

Even some of the loyal customers who collect their Uncle Joe's Mint Balls by calling at the Toffee Works in person, and who stayed away during the pandemic, have started to call on us again, which is brilliant to see.

Here's hoping that the Government's roadmap to normality continues successfully and that we can all look forward with optimism.

Many thanks for your custom and support.

What's New

TASTING PANEL APPEAL

LOCKDOWN
RESTRICTIONS LIFT

UNCLE JOE'S IN THE
NEWS

BOOST IN ORDERS FOLLOWS LIFTING OF LOCKDOWN RESTRICTIONS

by Anita Taulty

Changes in lockdown rules and the easing of restrictions has created an increase in orders for us here at the Toffee Works. Supermarkets and garden centres are among the customers to have placed new bulk orders over the last few weeks, as more and more people get out and about.

Customers in the non-essential retail and hotel and hospitality sectors have also been keen to re-stock on people's Uncle Joe's favourites as they re-open or prepare to re-open in the coming weeks.



Our sweets are perfect for welcome packs or free gifts in hotel rooms or reception areas, and we already deal with a number of the country's leading hotel chains. If you work in the hospitality sector and would like further information on how we can help you, contact us: [Contact Us | Uncle Joes \(uncle-joes.com\)](#)

APPEAL FOR SWEET FANS TO JOIN OUR NEW TASTING PANEL

We are on the hunt for volunteers to join our new tasting panel and help create new sweets and flavours. Six lucky fans will be given the chance to taste prototype sweets and put forward their own ideas as well as give feedback on existing varieties.

The panel is open to people of all ages, including children, and follows the overwhelming response from Uncle Joe's fans to our social media posts about new products and innovations.

Our range of festive sweets and our Mint With A Hint range are both recent examples of how our fans have played a part in creating new flavours. Nominations for the sweet-tasting panel can be made by emailing office@uncle-joes.com. Please put Sweet Panel in the subject line.



UNCLE JOE'S IN THE NEWS

Did you see news of our work with the Government's Department For International Trade (DIT) in the Daily Express?

The DIT has been setting up virtual meetings to promote our famous sweets to potential clients through its teams and partners in Norway, the UAE, Sweden, Finland, USA, Canada, the Netherlands and Kuwait. Supplies of Uncle Joe's have also been sent to the British Embassy in Washington DC, USA, as a present for the new presidential administration of Joe Biden - whose nickname is Uncle Joe.

Picture: REUTERS



Wigan firm is hoping to make a mint out of Joe

UNCLE Joe's Mint Balls could sweeten UK trade talks with the US after they were sent from Wigan to President Joe Biden. They have been on a roll since 1898, selling 35 million tins a year with more in the offing after securing post-Brexit foreign deals. Now William Santus & Co Ltd hope the sweet-toothed president will be wooed by them too. Boss John Winnard said: "He is Uncle Joe to many voters so it seemed fitting he should get an opportunity of tasting our Wigan delicacy." The family firm's new foreign deals were struck with help from Liz Truss's Department for International Trade. Now it wants to return the flavour. So a consignment of jars and tins is on its way to Mr Biden - who has a weakness for chocolate chip ice cream - via the British Embassy, John, 64, and brother Antony, 62, are great-great nephews of founder William Santus and joint managing directors. The secret recipe was created by William's wife Ellen. But the identity of Uncle Joe is a mystery. The family thought the gent on the tin was a relative. But John said: "There probably was no Joe, we think [he was] made up by our great-great uncle." The balls' iconic status, already celebrated in song and cartoons, may now be boosted further by hitting the biggest sweet spot of all.

No ordinary Joe... Lincs firm sent Mr Biden their mint balls, right

PHOTO OF THE MONTH

And finally, we've gone back through the archives once more to share a touch of nostalgia. This picture is from an Uncle Joe's works outing from 1937. Can you spot any relatives or friends?

