

# *Sweet Talker*

THE OFFICIAL NEWSLETTER OF WILLIAM SANTUS & CO LTD.



## *Hello Summer !!!*

by Antony and John Winnard MBE - Joint Managing Directors

It never ceases to impress us how our customers and social media followers always try to embrace what we do. Whenever we make a request or ask for help on social media, we always get a fantastic response. It's like we have our own extended family of people who hold Uncle Joe's Mint Balls dear to their hearts.

So, it was no real surprise when our appeal for photos of days out and holidays featuring our mint balls was met with a great response from around the world, including Wales and the Australian War Memorial in Canberra, Australia.

We'll be giving prizes for the best ones and you can either **post them on our Uncle Joe's | Facebook** page or email them to us at **office@uncle-joes.com**

Many thanks for your custom and support.

### *What's New*

CHARITY MARATHON  
RUNNER

TRAIN TRIBUTE

TV STAR ETHAN



## **CHARITY MARATHON RUNNER JONATHAN GETS THE SWEET TASTE OF SUCCESS**

*By Anita Taulty*

Charity marathon runner Jonathan Lamb is enjoying the sweet taste of success by sucking on Uncle Joe's Mint Balls whilst competing in races.

The 55-year-old from Wigan swears by the slow release of sugar and flavour to boost his energy levels and prevent his mouth from getting dry. And he says each mint ball lasts him a good six miles, providing he pops it into the side of his mouth – and resists the temptation to crunch or chew.

Jonathan, who has run the watch stall on Wigan market for 28 years, has completed more than 20 marathons as well as dozens of half marathons and 10k races.

He runs to raise money for local charities, including Joseph's Goal (Home - Joseph's Goal - Raising funds and awareness into NKH (Non-Ketotic Hyperglycinemia) ([josephsgoal.org](http://josephsgoal.org)), Sam's Diamonds (Sam's Diamonds Women's Cancer Support | Northwest England ([samsdiamonds.org.uk](http://samsdiamonds.org.uk)), Derian House Children's Hospice (Derian House Childrens Hospice – Providing respite and end-of-life care), Wigan and Leigh Hospice Home - Wigan & Leigh Hospice ([wlh.org.uk](http://wlh.org.uk)) and Holly's Blooms Journey (Holly's Blooms Journey ([facebook.com](https://facebook.com))).



## **MIKE'S TRAIN TRIBUTE LEAVES US CHUFFED**

You may remember us telling you about the Uncle Joe's 6-wheel tank wagons by Dapol, which were a limited edition of 250 made as part of a Rails of Sheffield series honouring long-standing British family businesses.

The wagons sold out within 24 hours but miniature railway enthusiast Mike Wilcock, from Llanblethian in Wales, managed to get his hands on a few and was kind enough to send us some pictures of them "in full service". Don't they look amazing!





## UNCLE JOE'S IN THE NEWS

Our new chief taster Ethan Rowbotham appeared on Granada Reports TV news talking about his ideas for new flavours and his excitement at being chosen. For those of you who missed it, you can watch it by clicking the link here - Wigan schoolboy lands dream job taste-testing sweets. | ITV News Granada



## STICKING TO OUR PRINCIPLES HAS PAID DIVIDENDS

People often ask us what we have done differently or what changes we have made to help our business during the pandemic. The most significant thing is that we have stuck by our principles of innovating, constantly assessing the marketplace and researching and planning for future changes caused by things apart from Covid-19, such as Brexit.

We have expanded our sugar-free range as people want to eat more healthily and increased production of our Throat And Chest and Herbal Cough lozenges during the pandemic, to cater for rising demand.

Uncle Joe's have been helping people to tackle coughs and other symptoms since they were first made, and Uncle Joe's Mint Balls themselves contain peppermint oil, which can help ease a cold.

It is important to point out that we are not claiming the sweets can tackle the COVID-19 virus, but we hope they can sooth some of the symptoms and our online service can allow people to enjoy some sweets delivered to their door.

We have also launched a new Mint With A Hint range, combining sugar free mint balls with a hint of liquorice, and recently received our first order for them from a major high street retailer. We are looking to expand that range with other flavours too.



## PHOTO OF THE MONTH

And finally, here's a photo from the late 1970s of arguably the most famous landmark in Wigan – our Toffee Works factory and the sign which greets passengers as they arrive at Wigan Wallgate train station.

