

# *Sweet Talker*

THE OFFICIAL NEWSLETTER OF WILLIAM SANTUS & CO LTD.



## *Fond Staycation Memories*

by Antony and John Winnard MBE - Joint Managing Directors

All the uncertainty over foreign travel due to Covid restrictions has set us thinking back to the days when holidaying in this country was what everyone did. Days out were not just a family thing, as the photograph below from an Uncle Joe's works outing in 1937 shows.

Our Uncle Joe's are a great companion when you are traveling, whether it is munching them on the beach or in the car during the journey.

So we thought it would be fun to ask you to **send us a photo** of you with some Uncle Joe's Mint Balls if you go on a day out or holiday this summer. 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*

MEET THE TASTING  
PANEL

GIFT TO BAHRAIN

UNCLE JOE'S IN THE  
NATIONAL NEWS



## ***SWEET PANEL STARTS WORK WITH NEW FLAVOUR IDEAS***

***By Anita Taulty***

Last month we introduced you to our new chief taster, Ethan Rowbotham (right), whom we appointed following an appeal for help with creating and trying our new sweet varieties. Ethan is part of a sweet panel made up of six volunteers who love Uncle Joe's. The other panel members are (below from left to right); Ella Roberts, a Year 6 pupil from Ashton in Makerfield; Kate Smith, from Great Barford, Bedfordshire; Keith Tither from Astley; Leigh Barton from Thornton-Cleveleys; and Paul Gledhill from Wakefield.

Our panelists have already started work, helping us to come up with some ideas for one of our biggest customers, who have asked us to propose some new flavour ideas for this winter.



## UNCLE JOE'S IN THE NEWS

Our new chief taster Ethan Rowbotham featured in the national press after his appointment, with stories appearing in the Daily Mirror and Daily Star. He also appeared on Granada TV news and was interviewed by BBC Radio Manchester.

Well done Ethan, you are a great ambassador for the company.



### SWEET TASTER...IT'S ON MY CHARLIE BUCKET LIST

**ETIMAN Rowbotham has landed every child's dream job - as chief taster at a sweet factory.**

The 10-year-old was chosen by confectioners Uncle Joe's Mint Balls after they put out an appeal for helpers.

Now he will start his new role with a tour of their factory - just like Charlie Bucket in Roald Dahl's Charlie and the Chocolate Factory, played by Peter Oatman in the 1971 film.

He will be joined by five other volunteers of all ages tasting prototypes of new mints and sharing their own ideas, as well as giving feedback on existing ones.

Ahead of his tour of the Toffee Works factory in Wigan, Gtr Manchester, Ethan of nearby Standish said: "Uncle Joe's Mint Balls are my favourite. I like the sweet taste and when I crunch it, I like the explosion of mint. I'm so excited to go around the factory!"

He got the job after impressing bosses with his ideas for seasonal specials including Christmas pudding flavoured mint balls.

Mum Lisa said: "Ethan was so excited when we told

him he had been asked to be chief taster. He worked hard on his application, thinking of all the reasons why he'd be perfect for the job. We're incredibly proud and happy for him."

John and Antony Wismard, who run the family owned firm, said: "We can't wait to begin working with him."

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**DREAM JOB**  
Lucky Ethan, 10



### ETHAN, 6, IS SHORT & SWEET

#### A mint job for candy-mad lad

**■ by JON HARRIS**  
**YOUNG Ethan Rowbotham has landed every child's dream job - as chief taster at a sweet factory.**

The 10-year-old was picked out after an appeal for helpers at Uncle Joe's Mint Balls.

Bosses appointed him after being "bowled over" by his ideas, including tropical summer fruits and a Christmas pudding flavour.

Ethan, from Standish, Greater Manchester, said: "Uncle Joe's Mint Balls are my favourite because I like the sweet taste and when I crunch it, I like the explosion of mint."

A spokesman for the 123-year-old Wigan firm said: "We can't wait to begin working with him."

**HAVING A BALL:** Lucky Ethan at factory





## NEW WIGAN ATHLETIC CHAIRMAN TALAL GETS A TASTE FOR UNCLE JOE'S

We wanted to give a welcome gift to the new chairman of Wigan Athletic Football Club, Talal Al-Hammad, and what better present than a hamper of Wigan's finest sweets, sent all the way to his home in Bahrain.

Talal even Tweeted a short video of them being opened to his 10,000 followers on Twitter. We can't wait to welcome him to the Toffee Works for a guided tour!



## PHOTO OF THE MONTH

And finally, we've gone back through the archives once more to share a touch of nostalgia. This picture from the late 1970s shows Uncle Joe's Mint Balls being rolled out by hand, in the days before we had a machine to do the job.



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