

# *Sweet Talker*

THE OFFICIAL NEWSLETTER OF WILLIAM SANTUS & CO LTD.



## *Home and Away!*

by Antony and John Winnard MBE - Joint Managing Directors

It's been an incredibly busy month at The Toffee Works as we plan for the future and promote our products to a wider audience.

Among this month's highlights, are Uncle Joe's featuring in the national press, working with the Government to open up new export markets, and an exclusive look at our redesigned packaging.

Read on for more details.

### ***This Month***

OUR BIGGEST FAN!!

**EXCLUSIVE PREVIEW:**  
NEW DESIGNS AND  
FLAVOURS

INTERNATIONAL TRADE  
TAKES OFF



## *SWEET FAN'S 88-YEAR LOVE AFFAIR WITH UNCLE JOE'S MINT BALLS*

by Anita Taulty

We used our social media channels to appeal for people to nominate our biggest fans – and Bob Hilton's lifetime of devotion to Uncle Joe's Mint Balls was our winner.

Bob's love of our sweets is all the more remarkable because he nearly didn't make it to his third birthday after choking on one!

Bob, who was born and brought up in Leigh but now lives near Matlock, eats at least three or four of the world famous sweets each day and partly puts his liking for them down to the fact they "nearly did for me" all those years ago.

He regularly orders 2kg jars online and says they have helped him get through a year of self-isolating due to Covid-19, and to get over a heart attack in 1997.

Bob, who was born just a few miles from the Toffee Works factory in Wigan where Uncle Joe's have been made since 1919, said:

"My earliest memory was lying on the couch with a towel under me when I was about two, having my backside slapped by my uncle, Jim Oddie, until the Uncle Joe's Mint Ball I was choking on came out.

I always looked on him as my life-saver after that, but nearly choking didn't stop me from picking up the offending sweet and putting it straight back in my mouth and eating it."



Bob Hilton:  
Uncle Joe's Biggest Fan

## **EXCLUSIVE PREVIEW: NEW DESIGNS**



We told you last month how we had been working on some new packaging designs for our Mint with a Hint and other ranges and here they are.

We hope you like them – watch this space for details of when they will be available.



## GOVERNMENT DEPARTMENT FOR INTERNATIONAL TRADE (DIT) HELPS UNCLE JOE'S EXPLORE NEW EXPORT MARKETS

We are working with a DIT North West International Trade Adviser, and DIT teams in British embassies around the world, setting up virtual meetings to promote our famous sweets to potential clients.

So far the DIT has been in touch with its teams and partners in Norway, the UAE, Sweden, Finland, the USA, Canada, the Netherlands, and Kuwait.

It also supported our participation in this year's Food & Drink Exporters Association's Export Connections virtual conference, a key event for sweet and confectionery manufacturers.

DIT teams from each country will look into 'matches' for us in the hope of developing our exports in their country's markets.

This is a fantastic initiative and we are very proud that, after our initial approach for their help and expertise in increasing our exports, DIT has chosen to work together with Uncle Joe's and our famous sweets to show how new trade links and export deals can be generated in the post-Brexit marketplace.



For an alternative to chocolate: check out our Easter gift ideas and special offers.

We also have a special **Easter Egg Hunt** - on our website from 29th March to 1st April for the chance to win great prizes!

Retro Sweets From A Traditional Old-Fashioned Sweet Shop | William Santus Co Ltd (uncle-joes.com)





## FULL MINTY Bob Hilton Sweets lover, 90, wins free mints for life

BY STEPHEN WHITE

A MAN aged 90 has been awarded free mint sweets for the rest of his life after eating them for 88 years.

Retired headmaster Bob Hilton has regularly tucked in to Uncle Joe's Mint Balls since the age of two.

He buys 2kg jars online and credits them with getting over a heart attack in 1997 and with helping him through a year of self-isolating amid Covid-19.

He even took them into the Anderson air raid shelter during the war.

Sweet-maker William Santus and Co, of Wigan, Gtr Mancs, declared him Uncle Joe's Mint Balls' biggest fan and gave him free sweets for life.

Widower Bob, from near Matlock, Derbys, said: "I now have three or four every day and they help keep me going."



facebook.com/derbysirelive

MONDAY, MARCH 1, 2021 DERBY TELEGRAPH 3

## Bob's minted with a free supply of his wartime comforts

Bob Hale is  
now the mint's  
biggest fan

By CHRIS KING

A 90-YEAR-OLD Derbyshire man has become the biggest fan of Uncle Joe's Mint Balls despite nearly choking to death on one of the sweets when he was just two years old.

Bob Hilton eats at least three or four of the sweets every day. Since he almost choked to death on one 88 years ago, Bob believes the experience is the reason he loves the sweets so much.

He has now been declared Uncle Joe's Mint Balls' biggest fan and been awarded free sweets for life,

after the company that makes them appealed for nominations online.

Before being awarded free sweet, Bob would regularly order 2kg jars of mint balls and says that they have helped him deal with self-isolation and his heart attack in 1997.

He said: "My earliest memory was lying on the couch with a towel under me when I was about two, having my backside slapped by my uncle, Jim Oddie, until the Uncle Joe's Mint Ball I was choking on came out. I always looked on him as my life-saver after that, but nearly choking didn't stop me from picking

up the offending sweet and putting it straight back in my mouth and eating it. The sweets have always had a very special place in my life ever since, even though they nearly did for me."

Bob, who lives in Matlock, has used the sweets as a comfort throughout his life, from his early years during the Second World War when he would hide in an air raid shelter to Covid-19.

He said: "They are the only sweets that I can remember, at every stage of my life. They never failed to excite me and bring such peace. What a joy

to bring to my years of retirement and isolation. When I was little our pocket money was only a ha'penny a week so Uncle Joe's were a very special treat."

John Winnard and Antony Winnard, Uncle Joe's joint managing directors, said Bob was named the sweets' biggest fan after an online appeal for nominations.

They said: "Bob's devotion to our sweets and news of how they have helped him cope with self-isolation due to Covid is a wonderful story and we are delighted that he still loves them now he is in his 90s."



Bob nearly  
choked on the  
sweets when  
he was two

## News

### Church offers place to remember loved ones this spring

A CHURCH in Derbyshire is offering people a place to remember loved ones or friends who have died as Covid restrictions on events such as funerals continue to hamper opportunities to grieve.

St Wystan's Church in Repton is setting aside an area near the lychgate in its churchyard as a place of memorial. The vicar, the Rev Martin Flowerdew, believes it is needed with the approach of Mothering Sunday and Easter.

Writing in The Village News, he said: "A low fence will enclose an area of grass and the first yew tree. On one side there will be a cross made out of the Christmas trees used in church this last December. Anyone is most welcome to come and place flowers, photos, mementos, or any item with special significance on the ground either under the tree or around the cross. If you wish to hang a prayer, photo, ribbon or lightweight memento from the tree you are most welcome to do so."

[We know that churchyard regulations don't allow such things but this is a special one-off event in a defined area so we are turning a blind eye for seven weeks].

Mother of three Bonnie Evans, who grew up in Repton, visited the church at the weekend to leave a floral arrangement on the grave of her mother, Gillian, who died in 1986, aged 47. Bonnie, who lives in Derby, said it was important to provide a place for people to remember loved ones at times such as Mother's Day.

Bonnie Evans

## PHOTO OF THE MONTH

And finally, we've gone back through the archives once more to share a touch of nostalgia.

We've always tried to incorporate humour in our advertising and this advert is from a Wigan Rugby League programme in 1935.

