

Sweet Talker

THE OFFICIAL NEWSLETTER OF WILLIAM SANTUS & CO LTD.



Mint with a Hint is a real hit.

by Antony and John Winnard MBE - Joint Managing Directors

We have some great news to share with you this month after a major high street retailer became the first customer to place an order for our new Mint with a Hint range.

This range of sweets was created by accident earlier this year after a member of the staff making a batch of sugar-free mint balls at the Toffee Works added liquorice extract by mistake.

Colleagues tasted the end result and we liked them so much that we put them into production and started working on other flavours.

This first major high street order is for tins of the original Mint with a Hint.....of liquorice. We are still finalising the design of the tins but here's a sneak preview of what they might look like.

Many thanks for your custom and support.

What's New

CHIEF TASTER
APPOINTED

MINT WITH A HINT HITS
THE SHOPS

UNCLE JOE'S IN THE
NEWS



SWEET-TOOTHED ETHAN, 10, ACCEPTS EVERY CHILD'S IDEAL JOB

By Anita Taulty

Schoolboy Ethan Rowbotham has landed every child's dream job – as chief taster at the Uncle Joe's Toffee Works.

The ten-year-old from Standish was appointed after our appeal for volunteers to join our new tasting panel.

He will be joined by five other volunteers of all ages to help taste prototype sweets and put forward their own ideas as well as give feedback on existing varieties.



We decided to appoint Ethan as Chief Taster after being “bowled over” by his ideas and enthusiasm and have invited him to start his new role with a tour of the Toffee Works factory.

Ethan, a pupil at Wood Fold Primary School, said:

“I entered the competition because I am excited to taste new flavours. 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. I'm so excited to go around the factory.”

UNCLE JOE'S IN THE NEWS

Joint MD John Winnard was interviewed on BBC Radio Manchester about our search for tasting panel volunteers and all things Uncle Joe's on Friday 7th May.

To listen to the interview, click on the link and go to 26 minutes:

BBC Radio Manchester - Phil Trow, Emma Goswell sits in (07/05/2021)



MODEL RAILWAY FANS GET A TASTE FOR UNCLE JOE'S

We have teamed up with Rails of Sheffield to offer two lucky readers of World Of Railways the chance to win a limited edition OO Gauge tank wagon and a bumper supply of sweets.

The Uncle Joe's 6-wheel tank wagons by Dapol were among only 250 made, as part of a Raisl of Sheffield series honouring long-standing British family businesses and sold out within 24 hours last month.

Winners will also receive a 1.4kg jar of Uncle Joe's Mint Balls. The large jars normally cost £14 and are the perfect present for Father's Day, next month.



The competition runs until June 20 and you can enter by clicking here: [Win-a-limited-edition-OO-gauge-wagon-and-Uncle-Joes-Mint-Ball-sweets - World Of Railways \(world-of-railways.co.uk\)](#)

FATHER'S DAY: SUNDAY 20TH JUNE 2021

To celebrate Father's Day we have launched a special competition for one lucky Dad to win one of our special edition Big Daddy jars and two runner-up prizes of a tin of Uncle Joe's Mint Balls. Check out our Facebook page for more details: (2) Uncle Joe's | Facebook



We are also offering all our newsletter readers 10% off their Father's Day orders. Simply use the code FD10 when ordering from our online sweetshop: Traditional Sweet Shop | Retro Sweet Shop | Uncle Joes Sweet Shop ([uncle-joes.com](#))

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 our market stall on Wigan covered market in the late 1960s.

