

Sweet Talker

THE OFFICIAL NEWSLETTER OF WILLIAM SANTUS & CO LTD.



Ready for the challenges ahead...

by Antony and John Winnard MBE - Joint Managing Directors

Welcome to our new, regular newsletter which will keep you up to date on all things Uncle Joe's!

This year is going to be one full of new challenges but we would like to assure you that we are fully prepared for the months ahead.

We are proud of our heritage as a family business which has been specialising in the manufacture and wholesale of confectionery since 1898.

Production at The Toffee Works is fired up and ready to keep our customers fully supplied throughout the year.

What's New

HELP WITH A HEALTHY
JANUARY

NEW FLAVOUR FOUND !!

PHOTO OF THE MONTH

A healthy and alcohol free start to 2021

by Anita Taulty

Earlier this month we launched "20 % off" online special offers on several key brands to help sweet-lovers have a healthy and alcohol-free start to 2021.

The promotions on alcohol-free apple cider, dark rum, rhubarb and ginger gin, and wildberry gin flavours is helping people embarking on a Dry January.

We also promoted our four flavours of lozenges, as well as the Uncle Joe's sugar free range.

All available at the Uncle Joe's online sweet shop:
www.uncle-joes.com/sweet-shop/

News of our January promotions was featured by Sweets and Snacks World, the leading website for the confectionery, chocolate, bakery, biscuits and snacks sector worldwide.

You can read the article at www.sweetsandsnacksworld.com/news/



Oldest fan?

We're are currently on the hunt for our oldest fan, which is already getting a great response. on our social media channels check them out for more details:

@UncleJoes1898 - Facebook
@UncleJoesSweets - twitter
unclejoes1898 - Instagram



UNCLE JOE'S LOZENGES RANGE



Did you know our Uncle Joe's Mint Balls are Gluten Free & Vegan?



WE'VE LAUNCHED A NEW FLAVOUR DISCOVERED BY MISTAKE!!!

Yes, we've launched a new variety of sweet – after a mix-up with ingredients created the flavour by accident.

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 before throwing them away and liked them so much that bosses have now put the sweets into production and launched them under the name Mint With A Hint.

UNCLE JOE'S VIDEO

We have stepped up our production of short videos to help promote our products and these have been appearing on our social media pages over the last couple of months. Our latest video highlights the fact that Uncle Joe's (and Britain as a whole) is open for business following Brexit and despite the pandemic. You can watch it here: www.uncle-joes.com/about-us/uncle-joes-news/

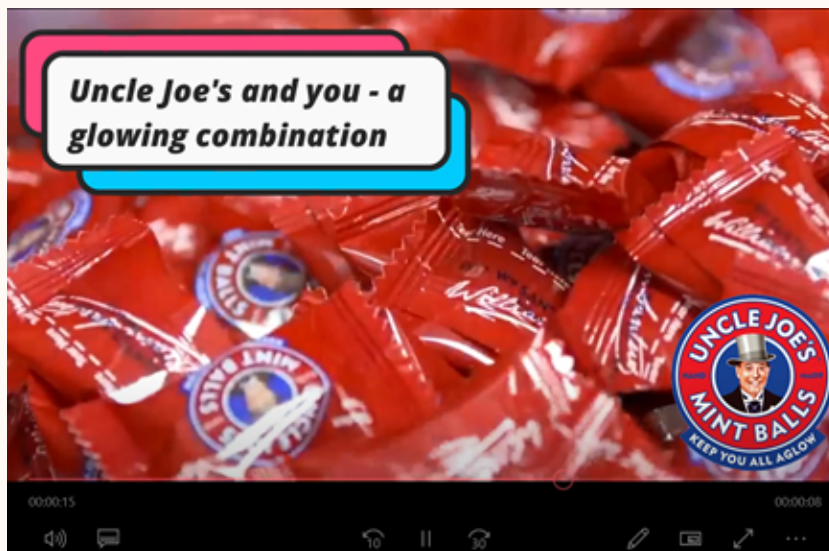


PHOTO OF THE MONTH

And finally, we've been back through the archives to give you a glimpse of our heritage. This photo, from Wigan Carnival in 1930 sums up what we have always been about – trying to make life sweeter!

