



## Fact Sheet Number 15.

### Riley's Toffees

The following information should start you on your journey into the past

Riley's Toffees, the Halifax confectionery manufacturer was founded by Fred Riley and his brother J. H. Riley in 1907.

The company was famous for its Toffee Rolls.

The works were originally in the family home until the factory moved to the Kingston Toffee Mills in Hopwood Lane in 1911.

The mill was famous for its 120-foot high chimney with the company's name picked out in glazed white bricks, each letter being almost 7 ft tall.

When J. H. Riley died in 1953, the company was bought by Nuttall's. It was subsequently bought by the Guinness Group and then by Callard & Bowser, and in 1988 by United Biscuits / McVities.

Write a radio advertisement for Riley's Toffee Rolls

Remember, an advert lasts approximately 30 to 45 seconds in which time you have to convince the audience just how good the product is

Use Adobe Audition to create an advert using sound effects and music

Refer to worksheets on using Zoom Recorder / Adobe Audition / studio equipment

What sound effects and music will you need?