



Fact Sheet Number 16.

Mackintosh's Toffees

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

Toffee Town was the popular name for Halifax because of the strong influence that Riley's toffee and Mackintosh's toffee had on life in the town. John Mackintosh & Sons Limited Confectionery company was founded in Halifax in 1890 by John Mackintosh and his wife, Violet. John Mackintosh was born in 1868 and died aged 51 in 1920. He was known as The Toffee King. He went into partnership with his wife Violet to open a pastry cook's shop in King Cross Street and went on to found the Mackintosh family's confectionery business.

In 1969, the company merged with Rowntree's of York to become Rowntree-Mackintosh PLC, and in 1988 they merged with Nestlé

The most famous name of all the Macintosh sweets is Quality Street

Write a radio advertisement for Mackintosh's Toffees

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?