

Blue Bird toffee

From the sweeties.net wiki

Blue Bird Toffee was a toffee brand founded in 1898 by Harry Vincent at Hunnington, near Birmingham. It made toffee in the Midlands for a century, until the company left its site in 1998.

From Harvino to Blue Bird

Vincent first sold his toffee as Harvino, a name made from his own. He changed it after watching *The Blue Bird*, the play by the Belgian writer Maurice Maeterlinck, a fairy tale about the search for the blue bird of happiness. The new name stuck.

A good place to work

Like the Cadburys and the Frys, Vincent believed a workplace should be a pleasant place to be, and he built his business around that idea. It was part of a wider movement among British confectioners of the time who saw decent conditions for workers as part of good business. See [the Cadbury family and the Quakers](#).

The tins

The company's historic packaging is now part of the collection of the Black Country Living Museum, donated by Ashbury Confectionery, the company that last owned the brand.

The end of Blue Bird

In October 1998 Blue Bird left its West Midlands site and moved to Hull, where it traded as part of Needler's. The combined company became Needler Bluebird. In 2002 it was bought by Ashbury Confectionery, which discontinued all the lines previously made by Needler's and Blue Bird.

What happened to the factory

In December 2021 permission was granted to demolish part of it and turn the rest of the Grade II listed building into flats, with housing on the rest of the site.

A lost taste

Blue Bird is one of many British toffees that now live on mainly in memories and museum collections. Some lost toffees do come back: Riley's Toffee Rolls were revived in 2008 from a family recipe. See [Riley's Toffee Rolls](#), and for others that disappeared, [sweets you can no longer buy](#).

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