

Sweets in famous books and films

From the sweeties.net wiki

Sweets make handy props in stories: a treat, a temptation, a bribe. A few fictional sweets became real, and a few real sweets saw sales jump overnight.

In books

- **Brighton rock, 1938.** Graham Greene's thriller about the teenage gang leader Pinkie takes its title from the seaside rock of Brighton, with the town's name running all the way through it: see [Brighton rock](#)
- **Turkish delight, 1950.** In C. S. Lewis's *The Lion, the Witch and the Wardrobe*, the White Witch uses enchanted Turkish delight to win the loyalty of Edmund Pevensie. Sales of Turkish delight rose after the 2005 film of the book: see [how sweets from abroad came to Britain](#)
- **Wonka Bars, 1964.** Roald Dahl's *Charlie and the Chocolate Factory* grew out of his schooldays tasting new Cadbury chocolates, and Wonka sweets later became real: see [Charlie and the Chocolate Factory and real sweet factories](#)
- **Every Flavour Beans.** The Harry Potter books gave the world Bertie Bott's Every Flavour Beans, and Jelly Belly now makes them, with flavours such as vomit, earwax, skunk spray and rotten egg: see [strange sweet flavours from around the world](#)

In films

One film sweet was nearly a different one. In 1982 Mars turned down an offer to feature M&M's in Steven Spielberg's *E.T. the Extra Terrestrial*. Hershey accepted the offer for Reese's Pieces, a fairly new sweet at the time. With the film's huge success, sales of Reese's Pieces rose dramatically, perhaps by as much as 300%.

The 1971 film *Willy Wonka & the Chocolate Factory* went further still: it was paid for by Quaker Oats to launch a real Wonka Bar.

On television

In *Doctor Who*, the Fourth Doctor's habit of offering jelly babies to strangers became one of the character's trademarks: see [Doctor Who and his Jelly Babies](#)

In songs

- **Blackpool rock.** George Formby recorded With My Little Stick of Blackpool Rock in 1937, and in 1946 a BBC manager wrote that certain lines must not be broadcast: see [Blackpool rock](#)
- **Jelly Babies.** Pop fans turned sweets into missiles when Beatles fans pelted the band with Jelly Babies in 1963: see [the Beatles and the Jelly Babies](#)

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