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# Morley Candy Makers

## Clinton Township, Michigan

RCI member since 1977

### *Caramel Pecan Tortie gets presidential attention*

**E**rwin and Julie Morley founded Morley Candy Makers in 1919 near metropolitan Detroit. The Morley family still owns a portion of the business, but recently they brought in additional partners. Morley products are sold throughout the continental United States and Canada.

The company purchased the Sanders Candy Co. from Country Home Bakers in 2001, providing a fresh retail identity. Sanders had begun in 1875 in the Detroit area.

There are now seven retail stores, including the one at the factory. The other six are also within the greater metropolitan Detroit area. All but one of the retail stores feature a combination of both Morley and Sanders products.

The company employs up to 130 people seasonally, and year-round approximately 100. Morley's busiest time is September through Christmas because of the fundraising, private label and retail aspects of the business.

Fundraising makes up about 10 to 15 percent of the business; the remainder is wholesale, retail and private label. Several years ago, fundraising made up 85 percent. Morley leaders had perceived the trend of increasingly diverse offerings within fundraising and decided to be less dependent on the fundraising part of the business. They then increased their private label market efforts.

Morley's most popular product is the Caramel Pecan Tortie, which features pecans and caramel drenched in milk chocolate. One of Sanders' popular desserts is its hot fudge cream puff, also sold at a special dessert shop within the Palace of Auburn Hills (home of the Detroit Pistons and Shock).

Morley chocolate has a strong flavor profile. Its confections have a generous chocolate coating; 30 to 40 percent of the final weight of each piece is chocolate coat-



Exterior of Morley factory shop

ing over each center. The centers and inclusions are intensely flavored.

Morley prides itself on its quality caramel, using cane sugar, fresh cream and butter slowly cooked in steam-fired kettles to fully develop the caramel flavor.

Along with many other confectionery items, Morley's produces more than 500,000 lbs of caramel-type products each year.

One of Morley's special items for the Detroit region is its *Sparty* bar for fans of the Michigan State University Spartans. It also offers the *Go Blue* bar for University of Michigan fans.

#### **Presidential visit**

Sometimes you're just in the right place at the right time. If you work in a confectionery company 500 miles from



The Morley moose mascot is used at tours, parades and retail store events.