

THE SWANDAY TIMES

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OUR NEW DAISY RANGE IS THE CREAM OF THE CROP

Another month, another exciting new range being launched here at Swan! Inspired by the runaway success of our Stealth range (see the Business section for more), we decided to capitalise on our momentum – so say hello to Daisy! Our brand-new Daisy range features a selection of some of our most popular products given a new lease of life with a tasteful, restrained cow-print design, the perfect choice for those who appreciate a more refined and understated style. The response has been overwhelming, so if you want to snag one of these in-demand

items, don't get caught chewing the curd – head over to our website now and get your order in!

And if you just can't seem to find what you're looking for, well, we're sorry to say... April fools! As many of our social media followers were dismayed to discover, the Daisy range, at least for the moment, is just a little bit of fun. But be sure to check out the Business section to find out a bit more about what our Swan family made of Daisy – as well as all the cow puns you can stomach!



GETTING AWAY... BUT NOT TOO FAR

At long last, the time has come. It's been a tough twelve months (and counting...) but with the end of lockdown in sight, we can finally begin to think about taking a well-deserved break. With international travel still up in the air (no pun intended), it's a perfect time to explore all the great staycation options we have right on our doorsteps. Wherever in Britain you are, there's a huge amount to enjoy and explore within easy reach. But if you're stuck for ideas, or just overwhelmed by the choice, why not check out our Staycation blog on the **Swan website**?

It is easy to forget just how much Britain has to offer if you're in need of a good holiday. And, at the moment, that's pretty much all of us! Whatever your preference, there will always be something to fit the bill. With museums and galleries beginning to open up again – not to mention restaurants and pubs – a city break could be a great way to get back into the swing of things.

You can soak up the culture, explore the nightlife, or just enjoy the hustle and bustle. But if you need to just get away from it all and take some time to destress, the great British countryside offers no end of choices. If you enjoy a little luxury, why not go for a cosy vacation cottage? Or if you want to truly embrace the outdoors, then you can't beat a camping holiday – just make sure you go prepared! Whatever you want (or need!) from a holiday, there's truly something to suit every preference.

And when you're packing, why not consider taking some of your Swan products along with you? Our Swan Travel Kettle is perfect for making sure you can have a delicious brew once you arrive at your destination – a must if it's a long drive! And if you're planning on painting the town red (in a socially distanced way, of course), be sure to pack a Swan Travel Iron to make sure you stay looking fresh.



SPRING IS IN THE AIR

Easter is here, but that doesn't just mean endless chocolate and a much-needed long weekend. It's also a sign that the days will be getting warmer and the nights longer. This year more than ever, it's a great time to start planning a little fun with family and friends. Check out our Easter blog on the Swan website for some great ideas for how to make the most of the good weather and our newfound freedom – however partial both might be!

From baking a cake to hosting a BBQ, there are a whole range of ways to reconnect with friends and family. After the challenges of the last year, it's a great time to be social, and whether you're having a few visitors to your garden or popping over with some homemade treats, food is a great way to show you care. Don't worry if you're a little out of practice, it's the thought that counts!

If you're looking forward to some outdoor dining at home, whether with friends or just you and the family, why not take a look at our Al Fresco range? It offers plenty of options for staying comfortable while you eat and drink, or even just relax and have a chat. And if you're hosting, our slow cookers are a great option for cooking a big, hearty meal with minimal fuss.





GATSBY
COLLECTION
INSPIRED BY THE ROARING 20s

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LIFE'S A PICNIC

Of all the wonderful ways to celebrate the onset of spring, few can compare to a good picnic. We all have a cherished image ready to hand: wicker baskets, plaid blankets, and stacks of sandwiches... A perfect complement to the first days of fine weather and flowers in bloom. And of course, with most of our socialising still restricted to the great outdoors, there could be no finer time for heading to the local park, meeting up with a few friends, and cracking open a bottle – or a thermos!

If you're after a little inspiration, or just want to make sure you don't forget any essentials, check out our blog on the Swan website aiming to help you get picnic-ready. After all, it's been a while! We'll give you some tips on what to bring, as well as some encouragement to be as Insta-happy as you like. And if you decide to bring some of your Swan products with you – **like our stylish cutlery for example** – don't forget to tag us! We always love to see what our Swan family are getting up to, especially when there's food involved. But we can't promise to not be envious...



SWAN SUPPORTS WORLD AUTISM AWARENESS DAY

On April 2nd, Swan was proud to support World Autism Awareness Day. This is a day designed to promote a wider understanding of autism, as well as encouraging recognition of and support for people with autism and those who care for them. Autism is a complex condition; everyone who has it is affected by it in unique ways. For this reason, it can be difficult to understand. This is why it is important that we build awareness and spread knowledge of the condition as widely as possible. For us at Swan, it is incredibly important that we are part of this process.

Some of the main challenges faced by people with autism include:

- Finding it harder to communicate and interact with other people
- Having difficulty understanding how others think and feel
- Finding bright lights, loud noises, or other extreme sensory stimuli stressful or overwhelming
- Becoming anxious or upset about unforeseen circumstances or unexpected changes to routines
- Taking longer to process certain kinds of information
- Engaging in repetitive behaviours, such as saying the same thing over and over

Of course, as we mentioned, how each person with autism experiences the condition is different, and not everyone will experience all of these difficulties. That is why it is vital that we are all aware of the many ways the condition can manifest so that we can do our utmost to accommodate those who require it.

If you would like further support or information, there are a number of national autism charities in the UK, including the National Autistic Society and Ambitious about Autism, as well as a whole

range of local support groups. The NHS website is a great source of information, whether you or someone you know has autism or whether you simply want to find out more.



eureka®

Powerful Suction

A new range of cordless versatile vacuums with the latest technology to make cleaning your home as simple as can be.

SHOP NOW

RECIPE OF THE MONTH

Mini egg pancakes – @hollyfoodbible

In this delicious, indulgent recipe, Holly takes inspiration from Emily Scott's breakfast blog (@whatiateforbreakfast) and adds her own chocolatey twist – a seasonally appropriate sprinkling of mini eggs! If it's too much for you to handle at breakfast, it works just as well as a luxurious dessert.

INGREDIENTS

- 40g self-raising flour
- 1 large egg
- 40ml milk
- 20g milk chocolate chips
- 2-3 chopped up mini eggs
- A squirt of whipped cream

METHOD

1. Mix 40g of self-raising flour with 1 large egg, 40ml milk and 20g milk chocolate chips.
2. Heat a large, non-stick frying pan and spoon in the mixture. You need around 1 tbsp per pancake.
3. Cook the pancakes on a medium heat for 1-2 minutes. Once tiny bubbles form on the surface, flip them over and cook for another 1-2 minutes.
4. Remove the pancakes from the pan and stack, layering as you go with Malteser spread – the amount is up to you, but ½ tsp per pancake works well. Once you've made your stack, add a squirt of whipped cream and sprinkle over the mini eggs.
5. And that's it! Time to sit back with a spoon and dig in.



MARCH'S SHARE TO WIN WINNER ANNOUNCED

Our share to win #myswankitchen winner is... @bennotanical!

We're delighted to announce this month's share to win winner is @bennotanical. Congratulations, Ben! Thank you for sharing this wonderful photo of your Swan Retro Pump Espresso Coffee Machine (SK22110YELN). It looks great peeking out from amongst the foliage, and those lovely daffodils are the perfect complement – spring is truly in the air! And it's great to see you've got your mugs ready to go... The Retro Pump Espresso Coffee Machine is a perennial Swan family favourite and is available in a range of colours to suit any style of kitchen. If you want barista-style coffee at your fingertips, you should definitely take a look.

If you want to be in with the chance of winning a new Swan product, why not enter this month's share to win competition? Simply snap a photo of your Swan product in its lovely new home. Post the picture on Instagram tagging, @SwanBrandUK and #MySwanKitchen to enter. It's that easy! At the end of every month, one lucky entry is randomly selected to win a similar product to match the one in their photo. What are you waiting for? Get sharing to win!





Retro

If you are looking for that retro feel for your kitchen, we have a whole range of appliances and housewares available in 9 classic colours.

SHOP NOW



EASTER PHOTOS WE LOVED

Here at Swan, we always love to see all the imaginative ways our products are featured in your beautiful homes. And this Easter was a real bonanza! We were sent so many fabulous pictures from our Swan family, we just had to highlight a few here.



This perfect springtime shot from @littlebuildinbedfordshire shows our 2 slice Nordic toaster in pine green (ST14610GREN) nestled behind some tasty Easter treats. All we want to know is: can we try one?



This lovely display by @jessysdreamhouse sits perfectly alongside our Swan Retro Bread Bin in pink (SWKA1010PN). Be sure to check inside, you never know where more eggs could be hiding...



The floral feel of @ourgeorgianplace's elegant kitchen fits perfectly with our Swan 20L Nordic Digital Microwave in Slate Grey (SM22036GRYN). The wooden handle adds a nice little touch to the springtime theme.

STEALTH RANGE LAUNCH MAKES A BIG NOISE

The launch of our new Stealth range in March has proven to be a huge success. The Stealth range features an exciting range of classic Swan products in sleek, contemporary designs, perfect for those who want to add a sharp, modern touch to their homes. And our Swan family hasn't been shy in letting us know what they think. We have been inundated with wonderful – and sometimes hilarious – comments on social media, letting us know just how people feel about their brand-new Swan appliances. We love to see all those heart emojis filling up our feed, so please keep them coming – why not share a pic of how your new Stealth kettle, toaster or microwave is fitting in? And if you haven't had a chance to see what's on offer, head on over to our website for a browse. If you are looking for high-end performance with a streamlined design, the Stealth range is for you.



Finally beautiful looking kitchen equipment
4d 1 like Reply



The range looks lovely and stylish, particularly loving the personal blender! ❤️
4d 1 like Reply



Gives me proper feels it's incredible 😍
3d 1 like Reply



This is my favourite 🍪 my microwave is rubbish I really need a new one x
3d 1 like Reply



Think I need to redecorate my kitchen NOW, just for these and the rest of the @swanbranduk #SwanStealth range 😍😍😍
7h 1 like Reply



Watching this and then getting that naughty text off Swan telling me Lewis the delivery driver is coming 😂😂😂 come here Lewis, show me the stealth 🙄

MEME OF THE MONTH

Let's try to stay positive: maybe it's the best of both worlds...

Easter in the U.K.



HOT MESS MUM'S SEASON SIX SUCCESS

The Hot Mess Mums podcast, hosted by Kelly Pegg and Jenny Powell, has just concluded its sixth season, and it continues to go from strength to strength. Each week, Kelly and Jenny are joined by a special guest to discuss a whole host of fun topics related to the challenges of being a mum – as you might imagine, there have been plenty of topics to talk about in recent months!

Season Six has featured a huge range of exciting guests to help Kelly and Jenny discuss all the trials, tribulations and – of course – joys of being a mum. Guests included Kerry Katona, Tamzin Outhwaite, Jo Wood, Melinda Messenger and Jess Cunningham. Not only have the guests been a who's who of celebrity mums, but the Hot Mess Mums have also been getting a lot of well-deserved attention in the press. The Sun's Fabulous Magazine described the podcast as a "powerful podcast" that will "have you laughing and crying in equal measure" – an extremely accurate description if you ask us. But that's not all – Kelly and Jenny were also featured in articles in the Daily Mail, The Mirror, The Sun, The Independent, Digital Spy, The Metro, Express and Daily Star.

With all this success, we can't wait to see what the Hot Mess Mums have planned for the future, and we hear that Season 7 is in the works. If you haven't had a chance to listen yet, or you're a long-time fan wanting to revisit some favourite episodes, head over to your favourite podcast source and check them out. If you want to be the first to hear what's next, keep an eye on their website at www.podfollow.com/hotmessmums.

MARRIED AT FIRST SWIPE BY CLAIRE FROST Would you marry a man you'd never met? To raise publicity for her friend's online dating business, that's precisely what Hannah decides to do. But will it end in true love – or total disaster? The second book from Fabulous' Assistant Editor, this witty, fantastically warm, laugh-out-loud read is the perfect antidote to lockdown blues. To win, visit Fabulousmag.co.uk. *Out Thursday (£8.99, Simon & Schuster)



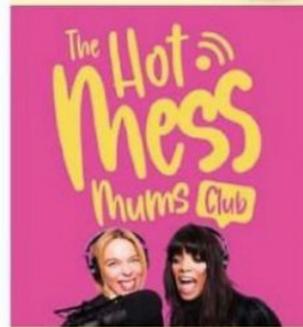
BLISS Owen Wilson and Salma Hayek star in this mind-bending flick that is far from your usual love story. Greg is facing the aftermath of his recent divorce alongside getting fired from his job, when he meets the mysterious Isabel. She's a "free spirit" who lives on the streets and is convinced that the world around them is just a computer simulation. While Greg is (obviously!) dubious at first, he soon starts to think that maybe she's not so out-there after all... Available on Amazon Prime from Friday

INTERIOR DESIGN MASTERS We are so here for any series featuring Alan Carr, and as we've all become DIY-obsessed during lockdown, this makes for perfect viewing. Alan helps 10 interior designers show off their talents as they're pitted against each other to win a contract with one of the UK's top boutique hotels. But first, they'll have to impress the highly critical former editor in chief of *Elle Decoration*, Michelle Ogundehin. Inspo central! Tuesday, 8pm, BBC2



Fabulist

Step into the dark world of drug cartels, LOL with a cute romcom read and get interiors inspo aplenty!



THE HOT MESS MUMS CLUB This powerful podcast from presenters Kelly Pegg and Jenny Powell explores the reality of being a far-from-perfect mum. As well as sharing their own experiences of motherhood, the pair talk to guests, including Kerry Katona and Andrea McLean, about everything from forgetting the school bake-off to their sex lives and troubled pasts. It'll have you crying and laughing in equal measure. Available on all podcast providers now



ZERO ZERO ZERO Based on the novel by Roberto Saviano, this drama series delves into the dark world of drug trafficking, following the Mexican cartel, Italian 'Ndrangheta and New Orleans-based Lynwood family headed up by Edward (Gabriel Byrne) and his daughter Emma (Andrea Riseborough), all competing for the top spot in the cocaine trade. You won't want to miss this. Thursday, 9pm, Sky Atlantic



A SKY FULL OF STARS BY DANI ATKINS The queen of emotional love stories returns with another gorgeous read. Alex is married to the light of his life, astronomer Lisa, and together they have a six-year-old son. When Lisa is killed in a train crash Alex is devastated, but hope comes from four surprising corners. Don't forget the tissues! To win, visit Fabulousmag.co.uk. *Out Thursday (£18.99, Head Of Zeus)

SWAN AND LIVERPOOL LIVE RADIO – A WINNING COMBINATION!

Are you in the Merseyside area and looking for some fresh new sounds to liven up your morning or take the edge off your commute? Then be sure to check out Liverpool Live Radio. The station was launched in July 2020, with owner Rod Keay aiming to offset the demise of local radio by offering a station tailored to the needs of those who live in the area. Since launching, the station has grown by leaps and bounds despite all the challenges of the COVID pandemic, showing how Rod's vision has struck a chord with the whole region. In fact, it's now one of the fastest growing stations in the country! And, of course, if you don't live in Merseyside, there's no need to feel left out – wherever you live, you can tune in on **the Liverpool Live Radio website**.

We've decided to celebrate our new partnership with Liverpool Live Radio in the best possible way – with an exciting competition! If you want to be in with a chance to win a big bundle of Swan products every single Friday, head on over to **the competition page on the Liverpool Live Radio website** and enter your details.



APRIL FOOLS – WE REALLY MILKED IT THIS YEAR

April 1st saw the surprise launch of our exciting new Daisy range... or did it? Well, after more than 2,000 likes across Instagram, Facebook, Twitter and LinkedIn, and an impressive total over almost 160,000 impressions on social media, the truth was revealed: April fools! The Daisy range, featuring cow-print variants of some of our most popular products, was just a little bit of fun. Very a-moo-sing, no? However, the Daisy range being an April fools' joke didn't stop over 100 people visiting the Swan website searching for it, and many

others saying they would have loved to buy a stylish new Daisy product. There were a whole host of eager buyers dismayed to find out it was a joke, letting us know how "udderly disappointed" they were. But who knows, after seeing just how many people out there took a shine to the Daisy range, we are feeling quite bullish(!) over its potential for success. Never say never...



HOW IT STARTED VS. HOW IT'S GOING

Social media is now an essential part of our day-to-day lives, but for us at Swan, it's also a vital way for us to stay connected with all the members of the Swan family. Not only does it help us to stay in touch and keep you updated with all the latest developments, but it also means you can reach out to us and show us how your favourite Swan products fit into your lives. From being tagged in photos of our products in your beautiful homes to hearing your excitement and enthusiasm about our new ranges and designs, we love to see everything you share with us. For all these reasons, we have been investing a lot of time and energy into our social media presence, and it has really paid dividends. In April 2019, we celebrated a major milestone of 10,000 followers on Instagram, which is truly no mean feat! But it's dwarfed by our current total of 117,000 – and counting! We are excited to keep sharing all things Swan with all of our lovely followers, and here's to the next two years, and beyond...



How it started:



How it's going:

Swan Brand
 Designed For Life
linktr.ee/swanbranduk
 Berry Hill Road, Stoke-on-Trent
 See Translation

STEALTH Verified IWD21!! SwanDay Ti... #mysw

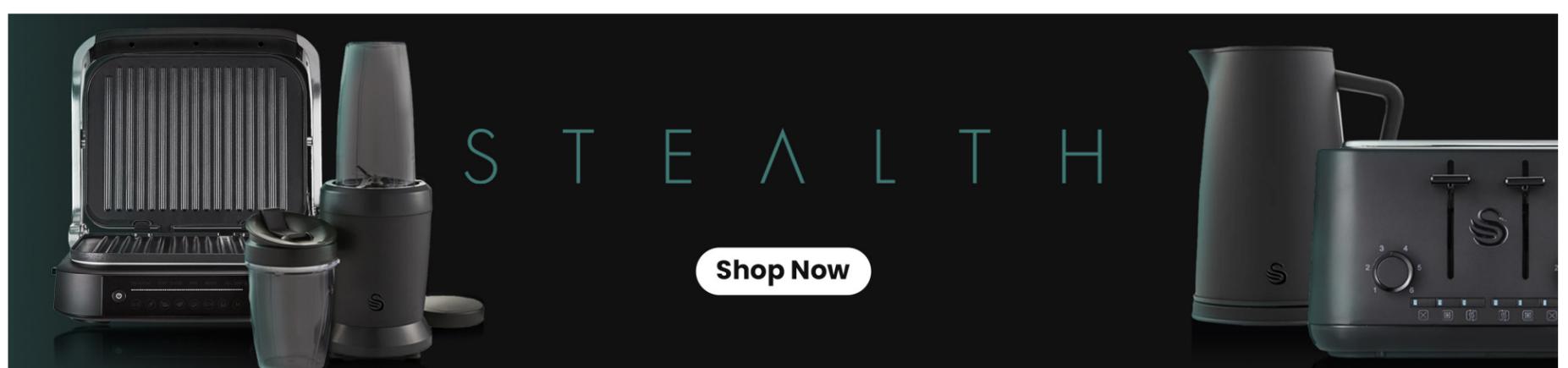
THE STORY BEHIND STEALTH – AN INTERVIEW WITH DAVID, MARKETING DIRECTOR

We could not be happier with the enormous success of our brand-new Stealth brand, launched last month. As always, that success is down to the hard work and talent of all of our wonderful employees, including David, our Marketing Director. In a recent interview for our YouTube channel, David offered us a fascinating glimpse behind the scenes, giving an insight into the inspiration behind the new range and just how much work went into making it a reality.

When it comes to the initial inspiration behind the range, it was all down to a chance encounter: at a trade show in September 2019, David and the team encountered a black kettle with a wooden accent, which spurred their imaginations. According to David, they considered adding a black kettle to the Nordic range, but, as he puts it, “it just wouldn’t work, it’s not part of the story. It doesn’t fit Nordic. That was probably the first time we thought about doing a matte black range.” As it turned out, this idea fit well with another project they had already had in mind: “We knew at that point we wanted to get into health and fitness... and how do we tap into that community?” From this simple combination of ideas, the Stealth range was born: a range of sleek, matte-black designs aimed at the health-conscious.

This aim shaped the decisions as to which products were put at the centre of the range: “That’s why we wanted to do the personal blender because you mix up the [protein] powder, go to the gym, it’s got the sport’s top on it so you can literally blend and go.” This also helped decide the images and videos used as part of the promotion of the range: “The couple that works out together, stays together – that was almost the theory behind the video shoot and the image shoot.” For David, this is not just something that was important in designing the Stealth range. In fact, it forms a key part of the ethos behind all of the Swan ranges: “When we do the range development and the story development, [we] make sure we cater to our core demographic but, within that demographic, there are different styles of kitchen or homes. So, it’s very important for us to help Mr. and Mrs. Swan cater for their type of kitchen. That’s why there’s not a lot of crossover [between the ranges].”

For more insights from David into the design and marketing process, make sure you check out the full interview on our YouTube page. And if the ethos behind the Stealth range sounds like a good fit for your home, why not head over to the website and browse all the latest products on offer?



KIDSGROVE ATHLETIC GIRLS BACK OUT ON THE PITCH

We've all been eager for the gradual lifting of lockdown, and that's especially true of the Kingsgrove Athletic Girls, who have been waiting patiently to get back out on the pitch. It's not just the thrill of the game they have been missing. They have also been eager to show off their brand-new tracksuits, proudly sponsored by Swan. Check out their Twitter account, @kidsgrovegirls, to see just how smart they look. And even in their first game out of lockdown, the girls were more than able to keep up the pace for a full ninety minutes and give their opponents a real challenge. We are excited to see what the coming months hold now that the girls can back to regular practice and play – the other teams won't know what they are in for.



KINGSWAY POWER NETBALL CLUB ABLE TO HIT THE COURT AGAIN

Kingsway Power NC, the netball club proudly sponsored by Swan, is also reaping the benefits of lockdown easing. This month, they were finally able to get back out on the court, with the Under 13s, Under 14s and the Under 16s all finally able to do what they do best. Check out the Kingsway Power NC Instagram account (@kingswaypowernc) to see photos of the girls looking excited to finally be able to play again, as well as to keep up-to-date on all the latest team news. The club is planning to celebrate the return to something like normalcy with a "Welcome Back Party" in September – here's hoping they enjoy a much-needed celebration.



SUDOKU

Place each of the numbers 1-9 once in every row, column and 3x3 box.

2				7	5	8	9	
	3	6		1				
							5	
				4		9		
							3	
9	5	1				2	4	
		5		9			4	
		3					2	1
	7			1		6	8	9

Answers

Spillage, Sharp Knife, Scissors, Oven Door, Hot Iron, Chip Pan, Full Sink, Flame, Water, Rubbish, Pets, Bleach, Ice, Raw Meat, Wet Floor, Poison

2	1	4	3	7	5	8	9	6
5	3	6	9	8	1	4	7	2
7	8	9	6	2	4	1	3	5
3	2	7	1	4	6	9	5	8
6	4	8	2	5	9	7	1	3
9	5	1	7	3	8	2	6	4
1	6	5	8	9	2	3	4	7
8	9	3	4	6	7	5	2	1
4	7	2	5	1	3	6	8	9

WORDSEARCH

There are 16 hidden answers to be found, reading in any direction, in the word search grid.

D	N	S	H	R	C	O	W	A	T	E	R
S	O	R	O	T	O	S	P	A	O	P	U
S	S	R	T	A	G	O	F	I	E	O	E
I	I	E	I	E	T	I	D	L	A	W	L
F	O	I	R	M	I	T	E	N	A	C	I
S	P	N	O	W	C	O	I	E	E	M	E
C	A	A	N	A	E	T	S	E	R	V	E
I	S	H	A	R	P	K	N	I	F	E	O
S	O	H	E	S	P	I	L	L	A	G	E
S	I	N	R	H	S	I	B	B	U	R	P
O	N	A	P	P	I	H	C	S	E	R	E
R	R	I	P	E	B	L	E	A	C	H	T
S	I	O	W	E	T	F	L	O	O	R	S
R	E	T	F	U	L	L	S	I	N	K	O