

THE SWANDAY TIMES

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New Nordic Items

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INTRODUCING THE STEALTH RANGE

KEEP AN EYE OUT FOR OUR BRAND-NEW SWAN STEALTH RANGE, SET TO LAUNCH IN JANUARY

Swan's striking new Stealth range is launching in January, and we're so excited for you all to finally be able to get your hands on these sleek new products. Sleek, streamlined and stylish, the Swan Stealth range features top-level design, high performance and impressive functionality.

We've spent months designing and developing this new high-performance range which is ideal for any busy guys on-the-go, fitness enthusiasts, gym lovers, the health-conscious or anyone looking for a sleek, streamlined range of kitchen appliances to fit into their kitchen. The Stealth range is high-functioning, featuring fast, responsive technology for quick and effortless preparation ensuring the best results no matter what you're preparing.

All the products in the Stealth range feature a sleek shadowy matte black design. The range includes the Stealth Smart Grill, Stealth Personal Blender, Stealth 20L Microwave, Stealth 1.7L Kettle and Stealth 4-slice Toaster – everything you need to kit out your kitchen with the best quality high performing products. Helping you to create delicious healthy and nutritious recipes at home, the Stealth range makes eating healthy effortless and stylish.

The perfect contemporary range for the modern kitchen, combining high-level performance, impressive functionality and a sleek, striking design we predict this will fly out. You can view a sneak peek of the Stealth range now on our website, and keep your eyes peeled in January for their release.



NEW NORDIC ITEMS COMING SOON

In February, we are launching a range of new Nordic items for you to add to your collection



Keep an eye out on our website for the all-new Nordic range appliances launching in February! Joining the collection is our new Nordic 3.5L Slow Cooker (SF17021), and Nordic Salt and Pepper Mills (SWKA3010N). The Nordic range is one of our best-selling ranges and it isn't hard to see why! A recognisably Scandinavian-inspired collection, taking inspiration from and utilising the neutral tones and natural soft wooden textures of Sweden, Norway, Denmark and Finland, the Swan Nordic range transports a taste of

Scandinavia to any home.

Fans of our Nordic range will no doubt be happy to hear they can soon add to their collection with these brand-new products. We suspect they'll be very popular, so watch out for their release so you can get your hands on them first. You can have a sneak peek of these new products online now on the website, and set up a notification so you'll receive an email when they are in stock, so you're the first to know when they drop.

DECEMBER'S BEST-SELLER

Our best seller for December is the... Swan Automatic Milk Frother!

For the second month in a row, our best-selling product is the Swan Automatic Milk Frother (SK33020BLKN)! This has been one of our most sought-after products for some time now and the demand doesn't seem to be letting up any time soon. A real favourite with our Swan family, the Automatic Milk Frother is perfect for making delicious frothy coffees, silky-smooth hot chocolates and warming milk for little ones before bed.

Creating perfectly frothed or heated milk in seconds at just the simple touch of a button, our Automatic Milk Frother is the perfect addition to any kitchen particularly for those hot drink lovers out there! So quick and easy to use, simply fill it up with cold milk and push the button to deliver hot milk in just 80 seconds thanks to the powerful 500W motor. A double-layered non-stick coating also makes cleaning effortless.

For lovers of lattes, cappuccinos and mochas our Automatic Milk Frother can save you loads of time and money on running to the coffee shop because you'll be able to make delicious barista-style drinks in seconds from the comfort of your own home. Ideal for these cold winter months where there's nothing better than curling up on the couch with a delicious hot chocolate or tasty frothy coffee. To bag yourself one of our best-selling Automatic Milk Frother's head to the Swan website now, quickly before they sell out!



BOXING DAY SALE

Bag a bargain in Swan's big boxing day sale from 23rd December 2020 – 8th January 2021 using code Boxing21

Swan's big boxing day sale event starts early this year - on the 23rd December. With hundreds of products with huge discounts, you can bag yourself a bargain with all your Christmas spends! If you have your eye on something or didn't get everything off your wish list for Christmas, head to our website and treat yourself during our boxing day sale - you deserve it! Use code Boxing21 to get 21% off your order. Head to the website now to check out the discounts but act quick because the savings will be so big that we predict things will be selling out fast!



COME TOGETHER WITH SWAN'S CHRISTMAS ADVERT

Swan launched our 2020 Christmas advert live on Facebook on Black Friday. Since then, it has had over 30,000 views and has aired across Granada North-West throughout December. Our 2020 Christmas advert focuses on the importance of family and coming together at Christmas even during these difficult times. 2020 has been such a challenging year and many of us are missing our loved ones, so we wanted to focus on some of the positives and highlight how we can still come together at Christmas to keep sharing magic moments.

The advert also features our brand-new Retro DAB Bluetooth Radio (SRA43010) which is in stock on our website now ready to purchase in time for Christmas. It comes in 4 beautiful retro colours and is perfect for the music lover in your life. Life has changed in so many ways, but the magic of Christmas doesn't have to, come together when it matters most this Christmas with Swan.

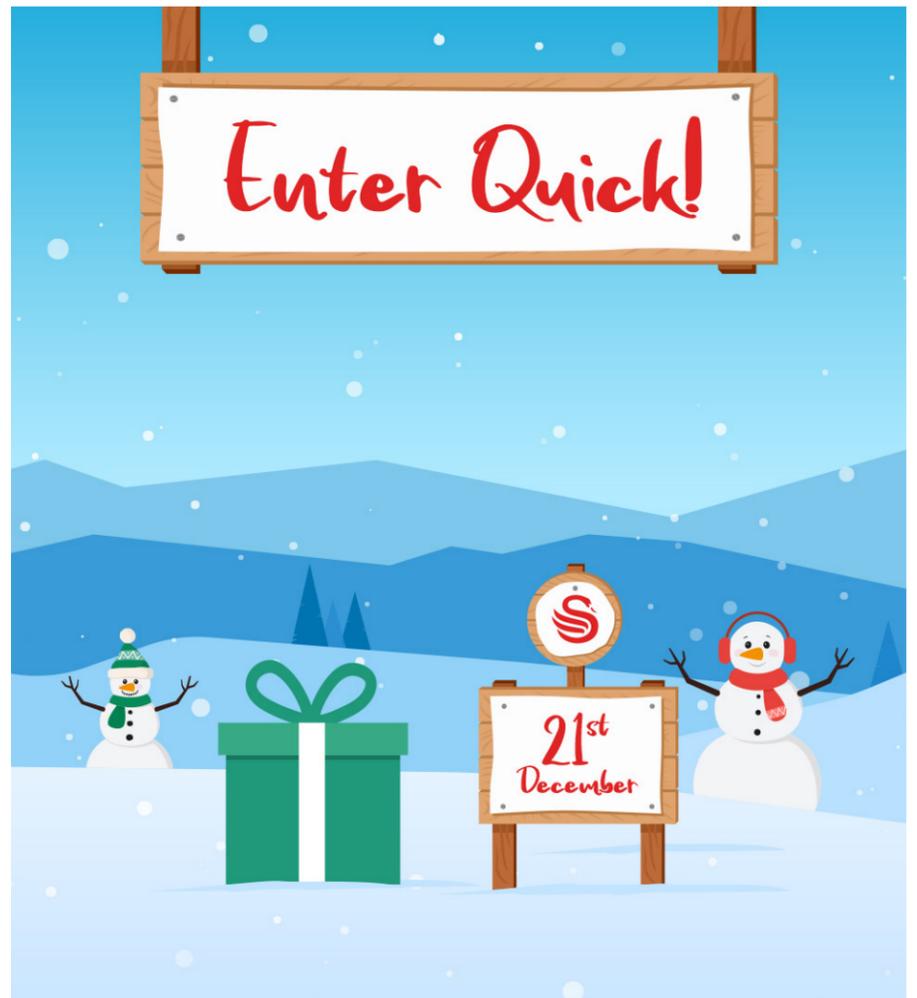


SWAN ADVENT CALENDAR

Throughout December we had a countdown to Christmas with our Swan Advent calendar giveaway

Let's be honest, who doesn't love an advent calendar? This year in the countdown to Christmas, Swan decided to do a Christmas Advent Giveaway event, where each day one lucky winner could win a Swan prize! To take part all they had to do was like, comment and share our posts on Instagram and tag Swan. Then every day at 4pm, we announced a winner who would then be sent the prize of the day.

There were so many prizes up for grabs, including irons, matching toaster and kettle packs, Retro pan sets, vacuum cleaners, a Gatsby microwave, the Nordic Espresso Coffee Machine, Automatic Milk Frother, our Retro Air Fryer, Retro Slow Cooker and so much more! Then on the final day, one lucky person won a huge bundle of Swan prizes worth hundreds of pounds. 2020 has been a tough year and we thought this was a really fun way to give back and say thank you to our Swan family, we hope everyone that won enjoy their Christmas Advent gifts!



SWAN'S BLACK FRIDAY SUCCESS

Swan's Black Friday Live event was a huge success reaching thousands of people and helping to keep our Swan family entertained

On Black Friday, Swan held our Black Friday Live event at Swan HQ. To celebrate the biggest shopping event of the year and to help raise money for Alice Charity, we went live on Facebook on Black Friday! For over 3 hours we entertained our Swan family with help from Swan friends and influencers Lynsey Queen of Clean, the Vac Mat, Dazlin Cleaning, and The Hot Mess Mums! We gave away prizes on our wheel of fortune, recorded an episode of the Hot Mess Mums podcast, had multiple rounds of the Vacky Races, gave product demonstrations, had special tips and hacks from our top influencers who also told us all about their favourite products and even had a few eating challenges!

We reached over 23,000 people from Swan's Facebook and so many people tuned in to watch, comment, and take part in our huge prize giveaways. We loved every minute of our Black Friday Live event and we're thrilled that so many people enjoyed watching it. This was the biggest event we have ever held and we want to say a huge thank you to everyone who joined us to help make our Black Friday event what it was and a big thanks to everyone who tuned in to watch! If you haven't watched it yet, you can find the video on our Facebook and YouTube.

SWAN'S CHRISTMAS ADVERT BROADCAST ON GRANADA NORTH-WEST

SWAN CHRISTMAS ADVERT AIR TIMES			
TUE	1/12/20	16.45	TIPPING POINT
TUE	1/12/20	17.58	THE CHASE
WED	2/12/20	19.45	CORONATION STREET
THU	3/12/20	12.55	LOOSE WOMEN
THU	3/12/20	20.59	MARTIN LEWIS MONEY SHOW
SAT	5/12/20	12.25	JOHN & LISA'S CHRISTMAS KITCHEN
SUN	6/12/20	11.53	LOVE YOUR GARDEN WITH ALAN TITCHMARSH
SUN	6/12/20	19.15	TIPPING POINT LUCKY STARS
MON	7/12/20	12.55	LOOSE WOMEN
MON	7/12/20	18.58	ITV EARLY EVENING NEWS
TUE	8/12/20	17.15	THE CHASE
THU	10/12/20	13.52	ITV LUNCHTIME NEWS
FRI	11/12/20	11.40	THIS MORNING
SAT	12/12/20	10.45	SATURDAY MORNING JAMES MARTIN
TUE	15/12/20	16.58	TIPPING POINT

Our 2020 Christmas advert has been broadcast throughout December on ITV Granada North-West! Broadcast in between big shows like This Morning, Coronation Street, Loose Women and The Chase we hope it helped to spread a little festive joy to those who managed to catch it.

THINGS TO DO IF YOU'RE STILL IN LOCKDOWN

For anyone who is living in a tier 3 area and is still in lockdown over the festive period, we wanted to help out with some ideas of things to do and share some of our favourite accounts to check out whilst you're stuck at home.

WATCH SWAN BLACK FRIDAY LIVE

If you're feeling bored and need some light-hearted entertainment to cheer you up, or if you're a fan of Swan, why not check out our Swan Black Friday Live video on our Facebook or YouTube. Over 3 hours' worth of fun, it'll kill some time and we promise you'll have a right laugh! Featuring prize giveaways, Christmas hacks with the Queen of Clean, cooking and eating challenges, a live podcast from the Hot Mess Mums, tips and tricks from some top influencers and the infamous Vacky races, there is something to entertain everyone.



COOK OR BAKE

If you fancy making some delicious dishes whilst you're stuck at home or are looking for some inspiration for meals to impress this Christmas check out @thecoachhousekitchen. Natasha loves home cooking and baking and is a UK food blogger who posts some mouth-watering pictures and recipes of the delicious dishes she makes at home. It's never too late to learn how to cook and she posts such a wide variety of dishes, so you're bound to find something that you can try whatever your ability. Be warned – her page will make your tummy rumble! Check her out on Instagram using @thecoachhousekitchen.



DISCOVER SOME CLEANING TIPS

If you love a good clean or you want to get your house spotless and ready for Christmas, check out @sisterpledgecleans. Claire's Instagram is full of brilliant cleaning and home tips, tricks and clever hacks to help make your home gleaming! Everything she uses is cruelty-free too so it is safe and doesn't harm the environment. Check her out on Instagram now - @sisterpledgecleans.



PAMPER YOURSELF

Just because you can't go out anywhere doesn't mean you can't practice some glam make up looks, so when we can go out again, you'll have your look perfected. Check out @charnevans_beauty for some great beauty tips, tricks and tutorials, as well as some product recommendations for the beauty lovers out there! Now is the perfect time to practice some self-care and Charne shares loads of recommendations for some great products to pamper yourself. Also, if you're a new mum or mum-to-be Charne has loads of pregnancy and baby product recommendations on her page which she's posted throughout her pregnancy with her little girl who is due this month. Check her out on Instagram - @charnevans_beauty.



We hope some of these pages give you some inspiration and help you pass the time if you're still in lockdown. We know it has been a challenging year and for those who are still in tier three particularly, Christmas will be very different this year. Whatever you do to pass time, we hope you enjoy yourself and from everyone here at Swan, we hope you have a lovely Christmas!

SWAN REACHES 100K FOLLOWERS ON INSTAGRAM!

Last month, we reported reaching 90K followers on our Instagram @swanbrandUK, and mid-way through December, this number reached 100K! The Swan team are so excited and incredibly proud of this momentous achievement and are so happy that so many people love Swan Brand and have chosen to follow us, we couldn't do it without you all. What a wonderful way to end the year, thank you, everyone, for all your support! We cannot wait to see what 2021 has to hold.



MEME OF THE MONTH

Check out our meme of the month! Guess it's just wishful thinking...

Does anyone leave their 'upstairs stuff' on the stairs hoping the next person to go up will take it, then end up disappointed when they just step right over it??!



DECEMBER'S SHARE TO WIN WINNER ANNOUNCED

Our Share to Win #myswankitchen winner for December is @adra_yn_awelon_at_home!

The results are in, this month's #myswankitchen winner is @adra_yn_awelon_at_home. We absolutely love this picture of her beautiful kitchen with all her Swan Nordic appliances and accessories. Featured here are the Swan Nordic 1.7L Jug Kettle (SK14610GRYN), Swan Nordic 20L Digital Microwave (SM22036GRYN), and the Swan Nordic Set of 3 Storage Canisters (SWKAI7513GRYN) all in slate grey.

They look so lovely all together in this stylish kitchen. Other matching items are also available as part of the Swan Nordic range, a recognisably Scandi-inspired range inspired by the neutral colours and soft wooden textures of Norway, Denmark, Finland and Sweden. The Nordic range has the perfect contemporary appliances for the modern kitchen. Thank you so much for sharing this picture with us Adra, we hope you love your new Nordic item!

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, and post it 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!



RECIPE OF THE MONTH

No-bake pecan pie cheesecake from [@thecoachhousekitchen](#)

INGREDIENTS

For the gingernut base

- 200g gingernut biscuits
- 100g unsalted butter

For the cheesecake filling:

- 500g full-fat cream cheese
- 100g icing sugar
- 300ml double cream
- 1/2 tsp ground cinnamon

- 1/4 tsp ground nutmeg
- 1/4 tsp ground cloves
- 1 tbsp vanilla essence

For the pecan topping:

- 110g unsalted butter
- 200g dark brown sugar
- 115g double cream
- 200g pecans, chopped



METHOD

To make the base

In a food processor or blender, blitz the biscuits to a fine crumb, until they have a sand-like resemblance. If you don't have a food processor, put them in a zipped sandwich bag and crush with a rolling pin.

Melt the butter, either in a bowl over a pan of boiling water on the stove, or with short bursts in the microwave, and mix into the biscuits until combined to create a wet sand-like texture.

Press the biscuit mix into the bottom of a deep 20cm cake tin. Line the bottom with a circle of baking paper. Then place this in the fridge to set whilst you make the filling.

For the cheesecake filling

Add the cream cheese, icing sugar and vanilla to a large bowl and mix until smooth and thoroughly combined. Pour in the double cream, and whip again until thick. Then add in the ground spices and vanilla extract and mix again until well incorporated.

Spread this onto the gingernut base, ensuring that it's well packed to prevent any gaps down the sides. Put the cheesecake in the fridge until set, this should take roughly 3-4 hours, before preparing the pecan topping.

For the pecan topping

In a large saucepan, add the butter, brown sugar and double cream. Bring to a gentle boil and using a thermometer, stir until it reaches 235°F. If you don't have a thermometer, use this tip - get a bowl of cold water and drop a little of the mix into it. The syrup should form thick threads. When the threads are removed from the water and rolled between your thumb and forefinger it will form a ball. The ball is soft and can be easily flattened when pressed between your fingers.

Once reached the desired temperature, mix in the chopped pecans and leave to cool for 15-20 minutes. Pour the pecan caramel topping over the cheesecake filling and return to the fridge to set for a minimum of six hours, but overnight is better! Then slice up and enjoy!

SWAN TEAM VOLUNTEERS FOR THE ALICE CHARITY

The team at Swan have been volunteering at Alice Charity throughout December helping to make and deliver food parcels for families in need in our local area. 21 members of the Swan team are volunteering at Alice Charity and are going to help out each day over the Christmas period. All the staff at Swan have really enjoyed going down to help and hope they have made a small difference to those in need this Christmas.

Alice Charity helps support families across Newcastle-Under-Lyme and Stoke-on-Trent who are living in poverty by providing a helping hand when times get tough. Their support ranges from providing food supplies, school uniform and equipment, household items, a danger-free home, debt advice, new parent support, or a cuppa and a chat when life just gets too much.

Swan has teamed up with Alice Charity in recent months as a way to give back to our community, helping disadvantaged and vulnerable families in need. We have been fundraising for the past couple of months and aimed to raise £1000 before Christmas to donate to those in need of food, essentials and household items. We have donated a range of our kettles, toasters, microwaves and vacuums to the charity too to give to those families in need.

This is such an incredible cause and we are honoured to help out in any way we can. If you would like to show your love and support by making a donation please visit our Just Giving page: <https://www.justgiving.com/fundraising/swan-alicecharity>.



FIND YOUR INTERIOR STYLE WITH LYDIA

Lydia Fahy, Interior Designer from Warwick, has been transforming homes for five years. From classic to contemporary projects, Lydia has worked on celebrities' homes and high street store interior design. Sharing DIY tutorials and her own home decoration on social media, she has grown a supportive following that appreciates her home tutorials that can achieve a luxury design feel without the high price tag.

In this quiz, she helps you find your interior design style and the products to match! Just answer 5 simple questions and Lydia will help you find out what home décor best suits you and your style.



HOT MESS MUMS CLUB LIVE PODCAST

Catch up on the Hot Mess Mums live podcast on the Swan Black Friday Live event now

During our Swan Black Friday Live event, the amazing Hot Mess Mums did a live podcast here at Swan HQ. Another friend of Swan, Lynsey Queen of Clean, joined Jenny and Kelly on the live podcast where they caught up, talked all about motherhood, what they've been up to in recent months, cleaning, their plans for Christmas and had a good laugh. You can watch the live podcast over on our YouTube as well as the rest of the Swan Black Friday Live 2020 event.

Swan are proud sponsors of the Hot Mess Mums podcast. Hosted by Kelly Pegg and Jenny Powell, who are joined by a different guest each week to talk about the trials and tribulations of being

a mum. Kelly launched the Hot Mess Mums Club podcast over a year ago to create a club where Mums could come together and know they weren't alone and also have a good laugh. Joined by her naughty sidekick Jenny, the Hot Mess Mums club is a safe space for mums. They've just finished recording season 5 of their podcast, which featured special guests Simon Rimmer, Max Beesley, Natasha Jonas and Andrea McLean to name just a few.

Available to listen to on Apple Podcasts, Google Podcasts, Spotify, and RSS, find out all about the Hot Mess Mums podcast online at www.podfollow.com/hotmessmums.

SWAN BRAND MEETS... @FRENCHY_HOME_CLEANING

In the latest episode of our Swan brand meets... podcast we catch up with @Frenchy_home_cleaning

In the eighth episode of the Swan Brand podcast, David from Swan catches up with home cleaning influencer and Swan favourite Yohann - Frenchy_home_cleaning. They chatted all things Swan, Covid-19 and Christmas. It was lovely to catch up with Yohann and find out all about what he's been up to and his plans for Christmas this year, plus David shares some exclusive details about some of Swan's new upcoming products launching next year. If you want to listen to this or any of our other Swan brand meets... podcasts they're available to listen on Spotify, Google Podcasts, RadioPublic, Breaker and Copy RSS or on www.anchor.fm/swanbranduk.



SWAN AND LIVERPOOL LIVE RADIO'S THE BREAKFAST SHOW GIVEAWAYS

Swan are proud sponsors of The Breakfast Show on Liverpool Live Radio! To celebrate the new Breakfast Show partnership with Swan, we have donated loads of great Swan prizes including vouchers to spend at Swan and a range of our best-selling appliances to Liverpool Live Radio for them to giveaway to listeners each week. Win big every Friday with Liverpool Live Radio and Swan, go to their website and follow them on social media @liverpoolradio to

find out how to enter!

Tune in to The Breakfast Show Monday-Friday every week from 7-10 am to start your day right. Liverpool Live broadcasts across Liverpool and beyond on the NE Wales, Cheshire and Merseyside Multiplex. Listen on your DAB + Radio, on Amazon Echo or Alexa enabled device, or online on your computer, laptop, smartphone, or iPad.

SWAN HELP ALICE CHARITY WITH THEIR #GIVINGTUESDAY CAMPAIGN

Swan took part in #givingtuesday by sponsoring a new cooker for one of the Alice Charity families

Swan has partnered with Alice Charity (Relief of Poverty and Advancement of Community) to help support disadvantaged and vulnerable local families. On 1st December, we took part in their #givingtuesday campaign by sponsoring a cooker for one of the Alice Charity families because no one should be without a cooker at Christmas. #GivingTuesday is the day immediately after Cyber Monday and is a global day of giving where everyone, everywhere can do something to support the good causes that

mean so much to them.

Giving Tuesday gave us the opportunity to give something back to local disadvantaged families after all the indulgence of Black Friday and Cyber Monday. This #givingtuesday, Alice Charity were hoping to raise at least £1500 to buy at least six new cookers for local families that need them, and Swan was more than happy to help them towards achieving this goal and give a disadvantaged family a cooker in time for Christmas.

SWAN ON RADIO STOKE

A few weeks ago, Swan was featured live on Radio Stoke to talk about the relationship we are developing with Alice Charity. The lovely Emma from Swan joined Stephanie from Alice Charity on Radio Stoke one evening to talk all about the work Alice Charity do and how Swan is helping support them with this.

Swan is honoured to work with such a wonderful charity and want to help them support local disadvantaged families in any way we can, including through donations of Swan kettles, toasters, microwaves, vacuum cleaners and irons, fundraising, sponsoring a new cooker for one of the Alice Charity families, and also by volunteering to help make food parcels and deliver necessities to families in need this Christmas. A big thank you to Radio Stoke for having us on to discuss this important work.



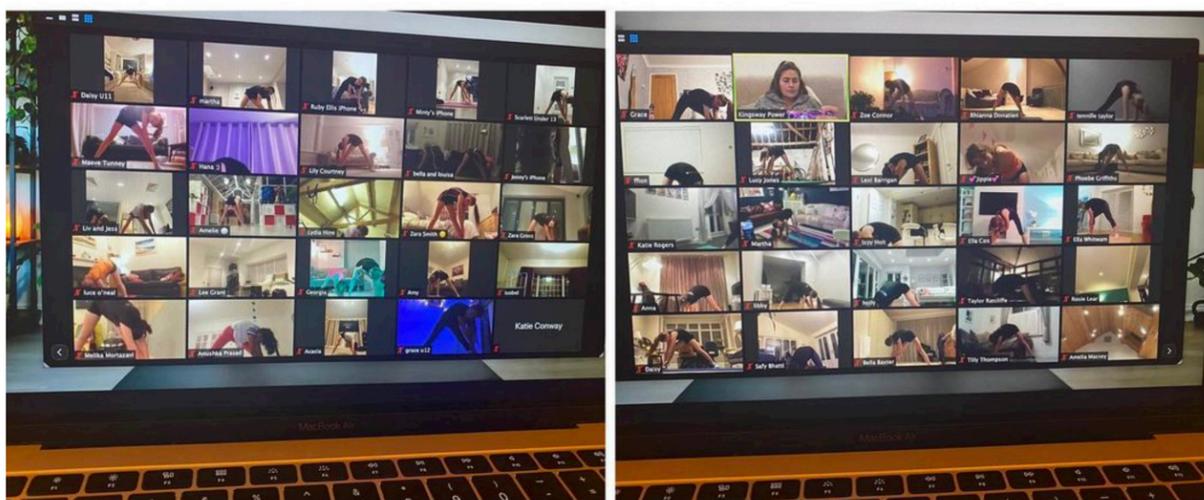
SWAN HITS 2,000 FOLLOWERS ON LINKEDIN!

We are proud to announce that we have reached over 2,000 followers on our LinkedIn page. We are so grateful to all our followers old and new who continue to support our brand. 2020 has been a crazy year, but we are so proud of everything we've achieved and the great work from all our dedicated staff. We love what we do, and we're glad you all seem to love it too. We can't wait to see what 2021 brings.

KINGSWAY POWER NC AT HOME FITNESS SESSIONS

Tier three and lockdown won't stop these girls training! The Kingsway Power Netball Club are running online fitness sessions via zoom for all their players

To make sure the girls stay fit and are at the top of their game, Kingsway Power Netball Club are running a range of different fitness and training sessions on zoom for all the players. Different coaches are running a variety of sessions for the girls including shooting sessions, ball work sessions, breakout sessions, Pilates, cardio and tactical scenarios. The girls are all so dedicated still training every week at home, with some zoom sessions having over 100 participants! Keep up the good work girls!



SUDOKU

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

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

WORDSEARCH

There are 19 hidden answers to be found, reading in any direction, in the wordsearch grid.

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

Answers

Pots, Chairs, Spatula, Soap, Dishwasher, Pans, Washcloths, Spoons, Drainer, Faucet, Oven, Towels, Forks, Timer, Blender, Stove, Hotpads, Knives, Casserole, Spices, Table, Piepan

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

