

THE SWANDAY TIMES

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SWAN TURNS 90!

Happy New Year everyone! Last year was a difficult year for everyone, but 2021 is officially here and we couldn't be prouder as we are celebrating 90 years of Swan!

With a strong British heritage, our products have been at the hub of people's homes for over 4 generations. From our ground-breaking revelation pioneering the first electric kettle in the early 20th Century, including our world-famous Teasmade, to our many stylish ranges, we have produced and created over the years.

Swan is proud that each product is conceived and designed in the UK, backed up by a 160 strong support team including in house designers, customer services, and quality control; producing appliances, cookware, and kitchen accessories that are available around the world and designed for life, creating magic moments.

We would like to say a massive thank you to everyone who has supported us over the years, whether that be having our products in your homes over time and presently, following us online, engaging with our products and content, and most importantly taking interest in what we do. We are grateful to you all.

Here's to 2021, and the past 90 years creating magic moments. We can't wait to see what the next 90 has to hold!



symphony

collection

An elegant and timeless collection, the Symphony range blends delicate textures in a high gloss and matt finish with a sweeping ribbon motif that combine to work in harmony with your home.

SHOP NOW



NEW RETRO COLOURS COMING SOON!

Our Retro range is launching in two new colours – purple and yellow



Our award-winning Swan Retro range has just launched in two brand-new colours for 2021. All Retro products will be available in the vibrant retro purple colour and lovely yellow mellow colour. Add a touch of sunshine to your home with the Retro range in



classic yellow mellow or add a fun pop of lilac with the Retro range in purple. The new Retro yellow and purple products will be in stock very soon, so keep an eye out on our website and social media if you want to get your hands on them.

SWAN PRODUCTS SPOTTED IN TESCO

Products from our Retro range are now available in 35 Tesco stores throughout the UK!

Swan products have been spotted by Swan fans in numerous different Tesco stores this past week. We have been getting some great images sent in of Swan displays in local Tesco stores and we are so excited to see them. A range of products from our Retro range including our Retro 4-slice toasters, 1.5L Retro Jug Kettle, our Retro 800W Digital Microwave, and our best-selling Retro Pump Espresso Coffee Machine are available in 35 Tesco stores throughout the UK. So, you can do your big shop and kit out your kitchen with some fabulous new Swan products all in one go!

The products will be in stock in Tesco for the next 4 weeks, so if your local store is stocking them you better get down quickly before they're all gone! These Swan Retro appliances are available in a range of stores in England, Scotland and Wales. For a full list of the Tesco stores stocking our Swan Retro range, head to our website to read our blog. If you spot any Swan products in your local store, we'd love to see a picture! Tag us in your pictures or DM us a picture on social media.



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](#)



VEGANUARY 2021 WITH SWAN

Every year, for the month of January, Veganuary's goal is to inspire people to eat a vegan diet only for the whole month. Since 2014, Veganuary has inspired and supported more than one million people in 192 countries to try vegan for January – and beyond. Anyone anywhere can do Veganuary, and at Swan, we wanted to help anyone giving Veganuary a go a little help and inspiration.

Check out our Veganuary blog on the **Swan website** for tips, tricks and the answers to all the most commonly asked questions about Veganuary. We discuss how to get all the right nutrients from a vegan diet, how you can make sure you're only eating plant-based

products, what to do if you slip up and how to go vegan if you're not a confident cook.

We've also created a round-up of some delicious vegan recipes for you to try at home including a flavourful sweet potato cauliflower curry, tasty vegan waffles, delicious vegan lasagne and healthy spicy ramen noodle bowls! If you need more inspiration for Veganuary, or beyond, check out Swan's 'Veganuary' Pinterest board!

If you've been taking part in Veganuary, have tried any of our recipes, or want to share some of your favourite vegan recipes with us, make sure you tag us on social media using @SwanBrandUK.



HOW TO STAY FIT AND HEALTHY IN LOCKDOWN

If you're looking for tips on how to stay fit and healthy during lockdown 3.0, check out Swan's top tips

Lockdown has been a real challenge for many. Many of us have faced money issues, work concerns, the burden of being away from our loved ones and just the worry of this worldwide pandemic alone is troubling enough. While there is no one-size-fits-all approach to helping us feel better, it is clinically shown that exercise can help both your physical health and mental wellbeing.

Here at Swan, we have put together a list of our top tips to help you get fitter and healthier during lockdown (perfect if that's your new year's resolution for 2021). Improving your health and fitness isn't about running a marathon or going on a strict diet, it's about making small, manageable changes you can commit to.



Swan's top tips for staying healthy both mentally and physically in lockdown:

Embrace the outdoors – Getting some fresh air does wonders for your mind and body. A brisk walk or run, if you're feeling up to it, can help loosen tense muscles and gives you a break from your home office chair. Under the current **lockdown rules**, you can exercise outside your house with your household or support bubble, or one other person (2m apart), once a day. Staying cooped up in the house 24/7 isn't great for your mental health, so make sure you're taking the opportunity to get up and out and enjoy the fresh air.

Try an online home workout – home workouts can be great, and there are so many different ones to try. Getting inspired to work out on your own can be tough though, so why not get a little support from an online instructor? There are loads of great workout apps you can download, or just go to YouTube and search for the type of workout you're looking for and you'll find loads of easy-to-follow videos, for all abilities and interests. If you're not sure where to start, type in 'beginner workouts' and just try a few different things until you find what you enjoy.

Try some new healthy recipes – cooking can be therapeutic for many, so why not discover some new healthy recipes? Even if you're a little sick of preparing your own food at home, now is the time to switch it up and try something new and healthy. The **Swan website** has loads of delicious healthy recipes for you to try at home, or check out our **Pinterest board** for more.

If you're looking for an easy way to cook healthy, delicious meals at home and a quick way to get in your 5 a day, keep your eyes peeled for the launch of our new **Stealth range** coming soon! It has a range of great appliances for the health-conscious and fitness lovers including the Stealth Smart Grill – perfect for cooking healthy meals with less fat and fewer calories, and the Stealth Personal Blender which can make delicious, nutritious smoothies and shakes.

Practice meditation and mindfulness – meditation and mindfulness can really make a difference to those struggling with their mental health. Taking some time out just to yourself to relax and recharge can make the world of difference. If you don't know where to start with meditation or mindfulness, there are some great apps out there which can help. Try Headspace, the world's biggest meditation platform, which has loads of free audios you can listen to, to help you relax and stay calm.

If you try any of our tips for staying fit and healthy in lockdown, or have any tips of your own, we'd love to hear, so share them with us on social media!

SWAN SPONSORS THE HOT MESS MUMS CLUB PODCAST AGAIN IN 2021

We are proud to announce that we are sponsoring the Hot Mess Mums Club podcast for another year!

Swan sponsored the Hot Mess Mums Club podcast last year, and we loved it so much that it was a no brainer for us to continue our sponsorship. The Hot Mess Mums podcast is hosted by Kelly Pegg and Jenny Powell, who are joined by different guests 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 place 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 started recording season 6 of the podcast over the past few weeks, and the first two episodes are out and available to listen now! Listen to their latest episode where Kelly and Jenny talk to actress Tamzin Outhwaite, or go back and listen to the first episode featuring Kerry Katona.

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.



a safe space
FOR MUMS
you are not alone!!

WIN BIG WITH SWAN EVERY FRIDAY ON LIVERPOOL LIVE RADIO'S THE BREAKFAST SHOW

Swan is proudly sponsoring Liverpool Live Radio's 'The Breakfast Show'. The Breakfast Show airs Monday-Friday every week from 7-10 am and is the perfect way to start your day. We have donated loads of brilliant prizes to Liverpool Live Radio to giveaway to their listeners every Friday during The Breakfast Show. To be in with the chance of winning an amazing big bundle of Swan appliances every Friday, tune into The Breakfast Show and follow [@liverpoolradio](https://twitter.com/liverpoolradio) on social media.

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.



NORDIC COLLECTION

A recognisably Scandi inspired collection, the Nordic range utilises the soft wooden textures and neutral colours of Sweden, Norway, Denmark and Finland to truly transport the taste of Scandinavia to your home.

SHOP NOW

RECIPE OF THE MONTH

Vegan cinnamon spiced apple bread by @fortheutterloveoffood

INGREDIENTS

Dry ingredients

- 240g white self-raising flour
- 1.5 tsp cinnamon
- ¼ tsp ground ginger
- ¼ tsp allspice
- ¼ tsp nutmeg
- ½ tsp baking soda
- 2 tsp baking powder

Wet ingredients

- 1 flax egg (1 tbsp milled flaxseed to 3 tbsp warm water)

- 125 ml of coconut oil
- 170 ml maple syrup
- 1 tsp vanilla extract
- 2 apples, grated with the skin on

Icing ingredients

- 1 tub plain vegan cream cheese
- 1 tsp cinnamon
- 1 tbsp maple syrup

METHOD

Preheat the oven to 180° and line a loaf tin with baking parchment. Combine all dry ingredients in one bowl, then combine all wet ingredients in another bowl. Add the wet ingredients to dry ingredients and mix together until well combined.

Once thoroughly combined, pour the mixture into the lined loaf tin and bake for 35 - 40 mins until golden on top and a skewer comes out clean when inserted into the centre. Leave to cool for 15



minutes before removing from the tin and placing on a wire rack to cool further.

For the icing, combine 1 tub of vegan plain cream cheese (this recipe used nushfoods), 1tsp cinnamon and 1tbsp maple syrup. Spread the icing on top of the loaf once completely cooled and try not to eat all in one go!

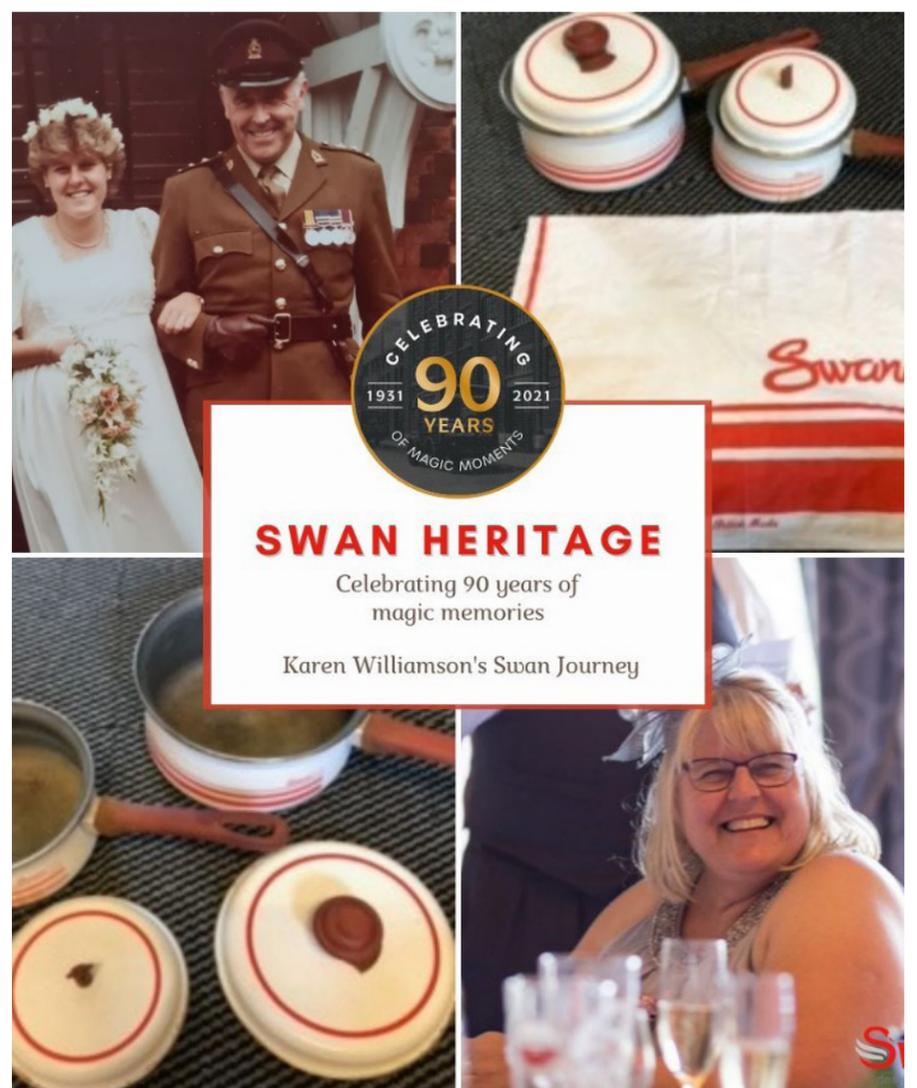
SWAN HERITAGE: 36-YEAR-OLD SWAN PANS STANDING THE TEST OF TIME

Karen Williamson has had her Swan pans since 1984, and she still uses them to this day!

We discovered this lovely heritage story from Karen's daughter Jodie following a Facebook message she sent seeking our advice on a new set of pans. Karen received a set of Swan Red Pans along with a matching Swan tea towel as a wedding gift in 1984. 36 years later, and Karen still uses her pans every week!

Despite the fact, they're now a little worn, and the handles on the lids are now starting to break, she still uses these pans for her everyday cooking including when boiling her eggs for breakfast and cooking her vegetables for family Sunday dinners. Thank you to both Karen and Jodie for providing these photos of your vintage Swan pans and for sharing your lovely story with us.

Our products have been at the hub of people's homes for generations, and we'd love to see how your Swan products have stood the test of time with you. Share your stories with us on social media using @swanbrandUK.



SWAN HERITAGE
Celebrating 90 years of magic memories
Karen Williamson's Swan Journey

DECEMBER'S SHARE TO WIN WINNER ANNOUNCED

**Our Share to Win
#myswankitchen winner for
December was @myflatproject!**

The results are in, the winner of December's #sharetowin competition is @myflatproject. We love this picture she sent in of all her white Nordic appliances, they look great in your beautiful kitchen. Thank you so much for sharing with us! Pictured here is the Swan Nordic Style 1.7L Cordless Kettle (SK1610WHTN), the 4 Slice Nordic Style Toaster (ST14620WHTN), and the Swan 20L Nordic Digital Microwave (SM22036WHTN). Part of the Scandinavian-inspired Swan Nordic range which utilises the soft-wooden textures and neutral colours of Sweden, Norway, Denmark and Finland to truly transport the taste of Scandinavia to your home. Thanks again for sharing your picture, we hope you're loving your new Swan product too.



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!

MEME OF THE MONTH

We're thinking about getting one of these for Swan HQ!

I would NEVER get up if this was my bed





Retro

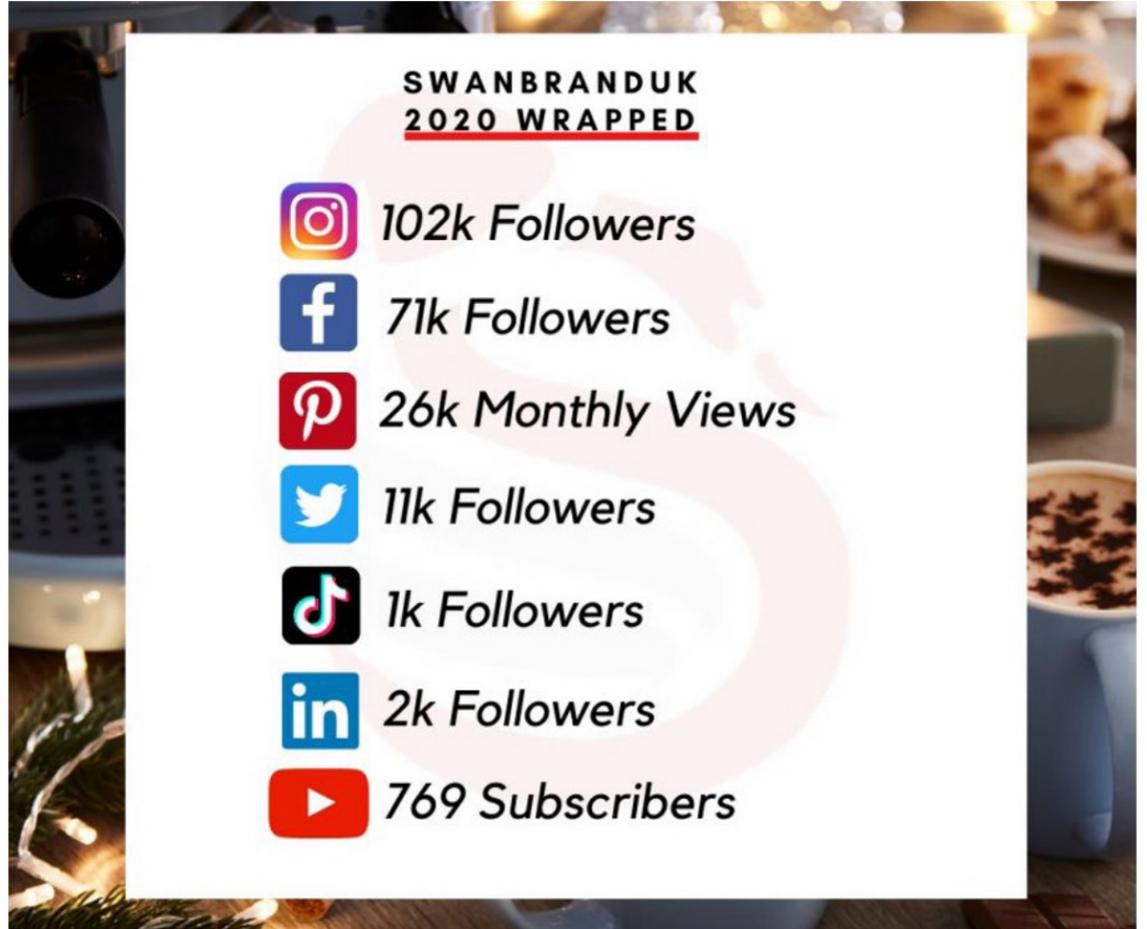
If you are looking for that retro feel for your kitchen, we have a whole range of appliances and housewares available in 9 classic colours.

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OUR 2020 LOOK BACK

2020 was a great year for Swan, we gained loads of new followers and added so many more people into the Swan family. We hit many huge milestones during the year including over 100K followers on Instagram, over 70K followers on Facebook, over 10K followers on Twitter, and 1K followers on TikTok! We're so proud of all we achieved last year, and we love keeping you all entertained. We can't wait to see what 2021 has to bring!



SWAN VOLUNTEERS AT ALICE CHARITY

We wanted to share with you the success of **Alice Charity's (Relief of Poverty and Advancement of Community)** work on the **#GivingTuesday** campaign.

It has been so humbling to see so many local businesses giving their time and support in honour of raising awareness, money and donating essential items to the local families of Stoke-on-Trent and Newcastle Under-Lyme.

Everyone here at Swan has felt privileged to be involved with such an amazing cause as we raised £500, donated over 50 items of kitchenware and household items, and some of our staff volunteered at The Alice Pantry, unloading and organising packages for delivery whilst other staff delivered these care packages to the families homes directly. Our team loved having the opportunity to give back and help those who needed it most over Christmas.

The work Alice Charity (Relief of Poverty and Advancement of Community) do is forever life-changing to families within our local community, and we can't thank you enough for allowing us to be involved with your amazing Charity.

To find out more the #givingtuesday campaign and The Alice Charity, follow this link: <https://alicecharity.com/givingtuesdaysuccess/>.



SWAN SPONSORS LOCAL FOOTBALL TEAM

We are proud to announce that we are sponsoring Kidsgrove Athletic under 14's, a local girls football team. The girls are brilliant players and they make up a really successful team. They have been League Champions for 2 years running, Sentinel Cup Winners for 2 years running and Leicester Groby Juniors Winners for 2 years running. They were also runners up in an R&T tournament, and during the presentation, the girls got to meet ex-Liverpool Goalkeeper Bruce Grobbelar.

Due to the girl's success, we were invited to one of the most prestigious tournaments held for grassroots football, the Aces Tournament, held in Nottingham. Unfortunately, the tournament was cancelled due to COVID-19, but we hope to be invited back in 2021.

The same girls play in their school team and are representing Stoke City in the Utilita Girls EFL competition – they even won the regional finals and were due to play at Wembley at the EFL Trophy Final between Portsmouth and Salford. However, again due to COVID-19 that's now been postponed until next year. These girls are definitely one to watch, and we're so excited to see what 2021 has to hold for them.



ZOOM TRAINING FOR THE KINGSWAY POWER GIRLS

Lockdown 3.0 has hit but that won't stop the Kingsway Power Netball club girls. They've been training just as hard at home using Zoom to run team training sessions. With multiple sessions running every week, these girls are keeping at the top of their game. We love the dedication girls and we hope you'll be able to play again soon! Swan are proud sponsors of the Kingsway Power Netball Club, and we can't wait to see what they achieve in 2021.

SUDOKU

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

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

WORDSEARCH

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

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

Answers

Bread Maker, Can Opener, Coffeemaker, Crockpot, Cuisenart, Fondue Pot, Griddle, Grill, Heating Tray, Ice Maker, Meat Slicer, Microwave, Refrigerator, Rice Cooker, Rotisserie, Tea Kettle, Toaster Oven, Waffler, Wok

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

symphony collection

An elegant and timeless collection, the Symphony range blends delicate textures in a high gloss and matt finish with a sweeping ribbon motif that combine to work in harmony with your home.

SHOP NOW