

THE SWANDAY TIMES

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WAKING UP WITH THE TEASMADE

WE'RE CELEBRATING OUR 90TH YEAR BY GIVING SOME WELL-DESERVED ATTENTION TO ONE OF OUR MOST FAMOUS AND BEST-LOVED APPLIANCES: THE TEASMADE!

In 2021, Swan celebrates its 90th year. And though we're excited about what the future holds – especially following the major success of this year's Stealth range launch – it's also a good time to look back on some of our past achievements. And few things are more emblematic of Swan's long and storied history than **the Teasmade!** After all, what could possibly be better than waking up to find a hot cuppa waiting right by your bed?

It was clear that we couldn't possibly celebrate this major anniversary without giving the Teasmade the attention it deserves. So, we partnered with the Manchester-based creative agency Bank of Creativity for an exciting competition with the Teasmade at its centre. The contest was simple: as part of Bank of Creativity's regular One Minute Brief series, people were invited to submit posters to advertise the Teasmade. The top three would be rewarded for their efforts with Swan goodies – including £1000 to spend on our website for the winner!

Needless to say, the competition was fierce, and we were astounded with the results.

**TEAS ME,
 TEAS ME,
 TEAS ME,
 TEAS ME BABY**

THERE'S NO BETTER WAY TO START THE MORNING THAN WITH A STEAMING MUG OF TEA.

INTRODUCING THE SLEEK, NEW TEASMADE FROM SWAN.



In 2nd, we had a combination of two things we particularly love here at Swan: silly puns and classic dance tunes! And they combined to make our most-heard request when the alarm clock goes off. What could be better?



The 3rd place entry focused on a sight of unparalleled beauty: the rich toffee colour of a freshly brewed cup of tea! (Though of course, you may have your own preference when it comes to strength and milkiness...) It was the perfect way to highlight just what the Teasmade has to offer – the ideal wake-up call!



Well, there was one entry that truly brought the Teasmade into the 21st century with humour and, of course, a bit of the honest truth. However much your smartphone might make your daily life much easier, there's still only one staple of your bedside table that's going to wake you up with a fresh brew ready to go!

So, congratulations to our three winners, and thank you to all those who got involved. And if you didn't have chance to share your design during the competition, why not tag us on social media and show it off? We love to see just how creative our Swan family can be!

THE SHOW OF THE SUMMER IS BACK

Over the last month or two, we've had many indications that life is finally returning to normal. Pubs and restaurants are open, we can visit our friends and families, and we've even had stadiums full of fans cheering on their teams in Euro 2020 – better late than never!

And there's another summertime staple that's finally back on our screens after its own year-long delay: Love Island, of course! Last year we had to try and get ourselves in the mood for the hot weather despite all the restrictions, and not being able to live vicariously through all the drama, romance, and comedy of Love Island made matters much worse. Luckily, most of us were still

working from home at the time, because what would we have talked about in the office?

Though for many of us holidays still aren't on the cards this summer, the next best thing is sitting back every evening, putting our feet up, and being transported to a tropical paradise. And if you're not a convert (yet!), why not **take a look at our Love Island 2021 blog**, full of reasons you really should jump on the bandwagon, especially this summer. After all, it's the only thing anyone will be talking about for the next month or so – there's no point being left out!



GETTING AWAY FOR FREEDOM DAY

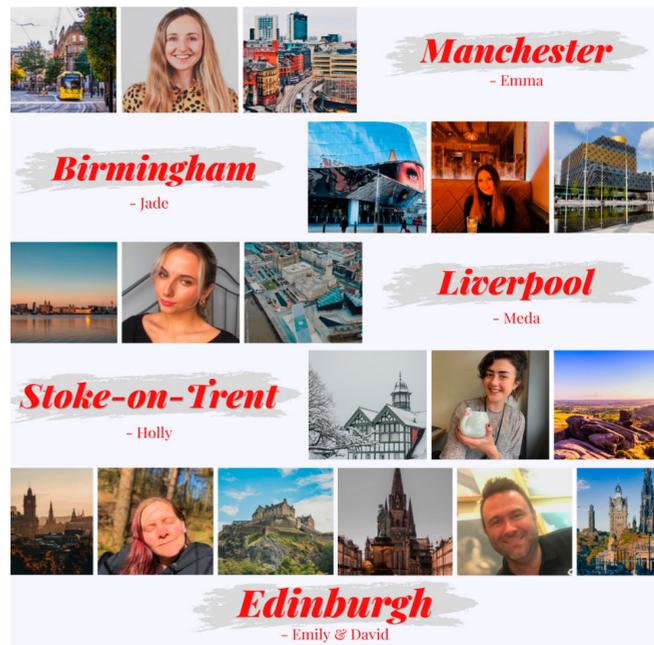
The day has finally arrived. Hard as it is to believe, after more than 15 months of lockdown restrictions of varying forms, July 19th marks a return to something like normality – or as close to it as we're likely to get for the moment.

Understandably, this newfound freedom can feel a little overwhelming. After all those restrictions, the sheer number of options for how to spend your time are almost too numerous to handle! It can almost feel like we've forgotten what it feels like to live our lives without constraints.

Well, first things first: like the rest of us, you'll no doubt have spent a lot of time at home recently. And though you might have been able to head out to the pub or pop over to a friend's house, that's just not enough. It's time to get away from the same four walls for a few days at the very least. Of course, international travel is a bit of a minefield still, but there are so many options nearby that can make for a wonderful and well-deserved little break!

But that still doesn't solve the problem of choice – after all, with so many wonderful places right on our doorstep, even a simple staycation can leave you struggling to decide. Luckily, the Swan team is here to help. In our enthusiasm at the prospect of a few days away from home, we couldn't help but pick our favourite staycation options – with insider tips on sights to see, places to eat and drink, and, of course, where to stay! **Head over to the Swan blog to see what the team have chosen** – who knows, you may just find the inspiration you've been looking for.

Just make sure to pack your **Swan travel iron!**



A STEALTHY PEEK BEHIND THE SCENES

Our exciting new Stealth range has been the talk of the town for the last few months – but have you ever wondered what goes into the creation of a new range?

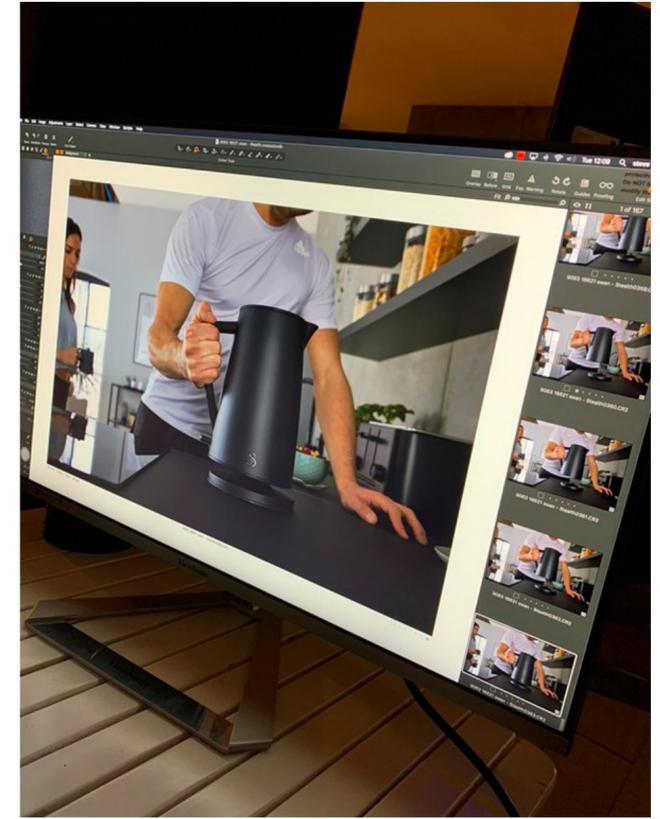
From the first inkling of an idea to launch day and the shiny new appliances arriving at your front door, the process is long and complex. There are many stages that need to be gone through, and (inevitably!) many setbacks to overcome. The process is as challenging as it is invigorating – and it's all worth it when we see all your wonderful photos of the final product sitting on your kitchen countertops!

The idea for the Stealth range emerged – as so many of the best ideas do – not through deliberate planning but through serendipity. Following the enormous popularity of the Nordic range, we considered whether it could be extended to include a black version of the Nordic kettle. As eye-catching as that would look, it was ultimately decided that it just wouldn't fit with the warm, cosy ethos of the Nordic range. But what if the basic design of the Nordic kettle was adapted and transformed into something completely new?

The creative minds at Swan started whirring, and this possibility connected with another idea that had been waiting for its moment: the prospect of a fitness-orientated range, something that was not really catered for in the existing Swan products. The two ideas came together, and lo and behold: Stealth was born!

Of course, this was just the beginning. Producing samples, perfecting the matte black colour, positioning the logo just right, endless back-and-forth with the factories... So many steps are required to bring that initial idea to life and to ultimately get our new range boxed up and on its way to your front doors!

If you want to follow the whole process step by step, **head over to our "behind the scenes" blog for more details**. Or you can just go straight to the finished product – **the Stealth range is available on our website**.



CELEBRATING THE CENTENARY OF THE ROYAL BRITISH LEGION

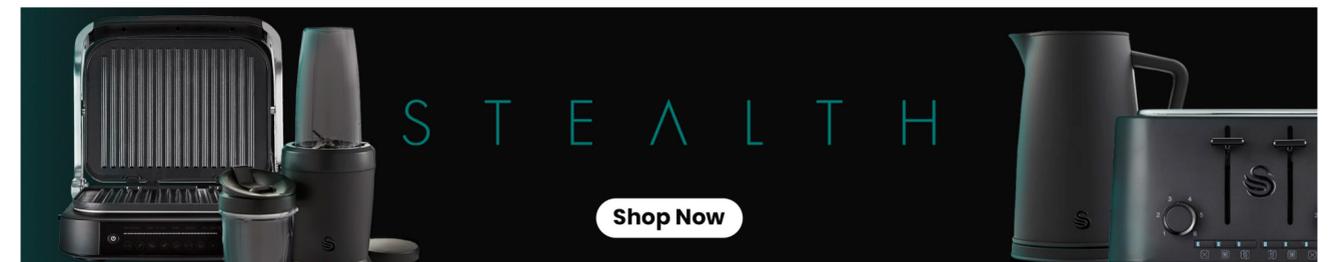
The Royal British Legion is one of Britain's best-loved charities, helping to provide much needed support to veterans of the British Armed Forces. Every November, the Legion runs its famous poppy appeal to raise money and awareness, but the hard work they do goes on all year round – and has done so for a century. The Legion was founded in 1921 as the physical and mental toll suffered by veterans of the First World War became apparent, and this year it celebrates its centenary.

Here at Swan, we are enormously proud to play our part in the centenary celebrations for the Legion in the best way we know how. To celebrate its one hundred years of important work – as well as to raise money to continue its wonderful activities – the Legion is launching a cookbook, and we're delighted to have

been invited to get involved. The cookbook, titled *Cooking with Heroes*, features 100 recipes written by members of the Armed Forces and a wide range of celebrity chefs, including Jamie Oliver, Ainsley Harriott, and Cyrus Todiwala.

Alongside the delicious recipes, the cookbook also features moving and inspiring stories highlighting the sacrifices and achievements of those who have served in the British Armed Forces as well as civilian volunteers.

Head on over to the Swan blog to **read more about this wonderful project**, and **click here if you'd like to purchase your own copy**. 100% of the net profit from sales of the book goes directly to the Royal British Legion, so it's a great way to support this amazing charity while getting yourself a whole host of recipes to try out!



RECIPE OF THE MONTH

No bake Caramilk cheesecake - @jessicadelicacies

If you've got a sweet tooth – or better yet, a whole set of them! – then this recipe from Jessica's Delicacies is for you. And there's no baking required, so you won't need to have the oven on for hours during the warm weather!

INGREDIENTS

- 400g full fat cream cheese
- 250g lotus biscuits, crushed
- 200ml double cream
- 85g melted butter
- 200g Caramilk chocolate, melted
- 50g icing sugar
- 1 tsp vanilla extract

METHOD

1. Blend your biscoff biscuits to a fine crumb using a blender (our Stealth blender is perfect for this).
2. Pour in the melted butter and blitz together until it reaches the consistency of wet sand.
3. Pour this mixture into a greased and lined 8" round tin and spread out until flat and even.
4. In a bowl, whisk together your cream cheese, vanilla and icing sugar.
5. Then pour in the double cream and whisk until thick and creamy.
6. Add in 100g of melted Caramilk chocolate and mix thoroughly into the batter.
7. Pour the cheesecake into the tin on top of your biscoff base and spread out until flat and even.
8. Pour the remaining Caramilk on top.
9. Put the cheesecake in the fridge to set overnight or for at least 8 hours.
10. Once set, decorate your cheesecake with whipped cream and pieces of Caramilk.
11. Cut yourself a slice and enjoy!



THE HOT MESS MUMS MEET GEMMA ATKINSON



Model, actor, radio presenter, Strictly star – is there anything Gemma Atkinson can't do? In 2019, she took on a whole new challenge, one whose joys and difficulties are without equivalent: she became a mum! And on the eve of her daughter's second birthday – as well as her impending nuptials with Strictly dancer Gorka Márquez – she joined the Hot Mess Mums to discuss marriage, motherhood, food, fitness, and a host of other topics.

The Hot Mess Mums Club podcast continues to go from strength to strength, with its seventh series offering up yet more fabulous guests to discuss all the ups and downs of being a mum. With their honest and unvarnished take on motherhood, Kelly and Jenny are the perfect antidote to idealised images and unrealisable expectations – as well as being completely hilarious! The podcast is available on Spotify, Apple Music and Google Podcasts, and **you can head on over to their website** for news, blogs, and lots of fun content.

JUNE'S SHARE TO WIN WINNER ANNOUNCED

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

We're delighted to announce that our June share to win winner is @gaskellstreet! Congratulations! All **your Swan Retro appliances** look lovely arranged together – the chrome details really catch the eye, and the grey works perfectly with the cupboards. A great choice, we're sure everyone will agree!

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!



LIVERPOOL LIVE RADIO'S UNMISSABLE GIVEAWAY

Liverpool Live Radio is one of the UK's fastest-growing radio stations, bringing that sorely missed local radio feel back to the airwaves – and their ever-increasing number of listeners proves just what a great idea that is! If you're not in the Merseyside area, not to worry: you can **listen live on their website!**

Here at Swan, we're proud to be sponsors of Liverpool Live – and to demonstrate just how proud we are, we provide the winnings for a weekly competition on Friday's Liverpool Live breakfast show. Every week, there's a chance for you to win a big bundle of Swan products. Just head on over to **the competition page on the Liverpool Live Radio website** and enter your details – you never know, it could be your week to win! And if you want to keep up to date with what Swan goodies are on offer this week – or just to find out more about all things Liverpool Live – follow them on Instagram at @liverpoolradio.



MEME OF THE MONTH

Waste not, want not....



Life hack - put bread under Kievs to catch garlic butter leakage and make garlic bread



KINGSWAY POWER LOOK FOR NEW RECRUITS

As their incredible season draws to a close with victories in the Greater Manchester County league for the Under 12s, under 13s, and Under 14s, Kingsway Power Netball Club are starting to look toward the future. The team, proudly sponsored by Swan, is now holding trials for those aiming to get involved in the 2021/22 season and to help keep up their winning ways. The trials will take place on 27th August. Entries close on 20th August, so if you know someone who'd love a chance to get involved, head over to the Kingsway Power Instagram page (@kingswaypowernc) to find out more information – as well as to keep up to date on the latest results!



KIDSGROVE GIRLS LOOK AHEAD TO SUMMER TOURNAMENTS

With the season now over, Kidsgrove Girls can be proud of their amazing achievements – especially given how unusual and challenging the circumstances have been. The team are looking forward to a bit of a rest – but not too much! They are still training regularly, and with a tournament coming up in the summer, they'll

want to stay at the top of their game. All of us here at Swan are wishing them a lovely, restorative break, and the best of luck for the summer. If you want to keep up with how they fare, as well as general team news, follow them on Twitter @kidsgrovegirll.

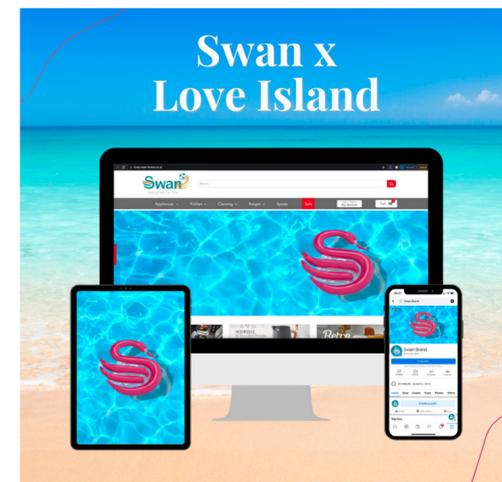


THE LOVE ISLAND TAKEOVER IS HERE

It's that time of year when everywhere you look, it's blue skies, hot sun, perfect beaches – and endless drama! That's right, Love Island is back on our screens. And after eighteen months without it (and what an eighteen months it's been...) we couldn't be any readier to get our share of paradise, even if it is only through the TV screen.

With the Swan team being avid followers of Love Island, and knowing that so many of the Swan family will be just as hooked as we are, we decided to fully embrace it – as you will have been able to tell if you follow us on social media! We've updated the banners on all our profiles – as well as on the Swan site itself – to reflect our commitment to following all the ups and downs, all the trials and tribulations that this series will bring. And doesn't that Swan Lilo look amazing?

So, if you're watching along, why not tag us on social media and let us know how you're finding the series? Though many of us are still working remotely and missing out on some of that face-to-face gossip, it doesn't mean we can't all enjoy talking about the latest happenings!



SUDOKU

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

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

Answers

Whisk, Ladle, Pizza Cutter, Potato Peeler, Masher, Spatula, Bottle opener, Nut cracker, Beater, Thermometer, Grater, Tongs, Scissors, Mixer, Blender, Chopper.

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

WORDSEARCH

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

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

