

THE SWANDAY TIMES

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Should I stay or go

NEXT LEVEL
MOVIE NIGHT

PAGE 2 & 3

Share to win winner

IN STUDIO WITH
LIVERPOOL RADIO

PAGE 4 & 5

'Ta Duck' Award

CENTRE STAGE AT
POTTERS

PAGE 6 & 7

The cover of ERT

KIDSGROVE GIRLS
GEARING UP

PAGE 9 & 10

OUR TOP-SECRET PROJECT WITH THE QUEEN OF CLEAN

THE STEALTH RANGE IS FEATURED IN A CAPTIVATING NEW ADVERT AIRING ON ITV2 AND ITVBE.

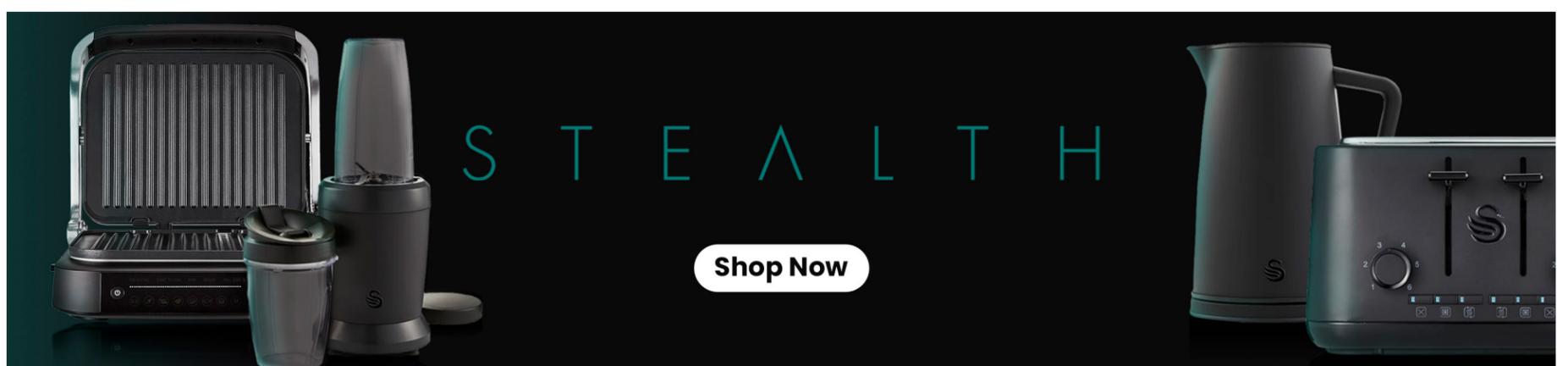
As we're sure you know, getting your home looking just how you want it is one thing, and keeping it that way is quite another! You might be able to get everything perfectly arranged for as long as it takes to post on your social media, but the reality is often quite different. Things simply don't stay looking how you'd like them without seemingly endless intervention. Whether it's vacuuming your carpets or cleaning your oven, there's always something that needs to be done to prevent everything sliding slowly into disrepair.

Finding the time to keep your home spick and span isn't always as straightforward as you might like. And as for the energy it can take to pull out the vacuum cleaner, well, the less said the better! That's why we here at Swan have been so enamoured with Lynsey Crombie, AKA the Queen of Clean, who has taken TV and social media by storm this year with her handy cleaning hacks and ways to make your cleaning routine manageable – and even fun! If you've missed her regular appearances on morning TV, head on over to her Instagram (@lynsey_queenofclean) for a seemingly endless stream of tips, tricks, and product reviews.

We've spent the last few years following Lynsey's meteoric rise to her current undisputed position as the go-to cleaning expert, and we just knew she would be a perfect fit for Swan. We're pleased to announce that this month we were finally able to put the finishing touches on a top-secret plan to combine the Queen of Clean's inimitable style with the unique ethos we pride ourselves on here at Swan. A three-day shoot with Lynsey herself not only produced plenty of quality content for our upcoming big reveal, but also a sizeable helping of behind-the-scenes

hilarity – including an impromptu game of "how many lemons can Lynsey catch"!

We're afraid we can't give you the full details of this exciting collaboration just yet, but head on over to **our LinkedIn page** if you want to get a few tantalising hints of what's to come. And once your appetite is whetted, make sure you're following us on social media so you're the first to know once the big announcement drops!



Shop Now

CELEBRATING NATIONAL AFTERNOON TEA WEEK

As we find ourselves once again living in a world where we don't have to stay two metres apart, wear face masks, and avoid busy indoor spaces, we're all looking for ways to make the most of our newfound – or newly restored! – freedom. Over the last few months, we at Swan have been exploring a whole range of ideas for how to reconnect with your friends and the wider world, from staycations to garden parties.

But we had the idea for a perfect summer get-together fall right into our laps this month thanks to the annual celebration we never knew we needed – National Afternoon Tea Week! Now, maybe you're a devotee of this quintessentially British form of gathering, or perhaps it's been quite a long time since you've sat down to cucumber sandwiches in a luxury setting. Maybe you've

never had the pleasure at all! But either way, this is the perfect chance to enjoy one of the classiest and most genteel forms of social gathering. Why not ring up a few people you haven't seen in much too long and invite them to enjoy some fine china, chintzy doilies, and – of course – plenty of cakes and scones!

If you're thinking about hosting an afternoon tea yourself, **read our blog for a whole range of tips on how to make it as simple and enjoyable as possible**, as well as how to avoid breaking the bank. But of course, sometimes you don't want all the fuss – nevermind the washing up! Afternoon tea is at its best in a glamorous, old-fashioned setting with silver cutlery and plush napkins. So why not find somewhere nearby, invite your nearest and dearest, and indulge in some well-deserved luxury?



TAKING MOVIE NIGHT TO THE NEXT LEVEL

While some of us may have had more than enough time on the sofa over the last eighteen months, for others making time to settle down and watch a film has been one of (admittedly rather few) upsides of lockdown. And there's no reason to give that up just because the pubs are open again – quite the opposite! Whether you fancy inviting all your friends' round, settling in with the family, or going solo, movie night is still a great way to spend a cosy evening.

But you've got to make sure you do it right. We know that sometimes you just want to spread out, switch off, and watch whatever Netflix recommends. But a little effort goes a long way, and it doesn't take much to make movie night something special. **Head on over to our blog for some tips on putting together the perfect movie night hamper**, full of tasty treats and delicious drinks to keep you going from the opening scene to the end credits. Whether you're looking for healthier snacks or unabashed indulgence, there are options for you.

When it comes to deciding which film to watch, though, you're on your own! That's an argument we want no part of...



NATIONAL LAZY DAY: AN ANNUAL CELEBRATION OF DOING NOTHING AT ALL

We've had a lot of reasons to celebrate over the past few months, and understandably most of us have been taking advantage of opportunities that were denied to us for a long time – going to the cinema, to restaurants and pubs, to our friends and families' houses... But sometimes this can all feel a bit much. And after all, the past eighteen months have been quite exhausting, to put it mildly!

Luckily, there's one day a year designed especially for those of us who are finding the pace of things a bit much. On August 10th, we get to celebrate National Lazy Day. It's the perfect opportunity to turn off the alarm, put our phones on "do not disturb", and give ourselves permission to do exactly what we want – even if that's nothing at all!

For many of us, though, switching off is easier said than done. However excited we might be at the prospect of a day of pure relaxation, in practice we can struggle to work out what to do with ourselves. If you're the kind of person who tends to find yourself at a loose end when left to your own devices, then **head on over to our National Lazy Day blog**. We've got 7 fantastic tips to help you make the most of your "me time".

And don't worry if you didn't get chance to celebrate National Lazy Day your own way – we're all owed a few do-overs after all that's happened!



RECIPE OF THE MONTH

Biscoff millionaire's shortbread - @jessicadelicacies

Just when you thought millionaire's shortbread couldn't get any more indulgent, this recipe from Jessica's Delicacies comes along to prove you wrong! The addition of crushed lotus biscuits and white chocolate buttons truly takes this to a whole new level of luxury.

INGREDIENTS

| | |
|--------------------------------|--------------------------------------|
| Biscuit Layer: | • 50g icing sugar |
| • 100g unsalted butter, melted | • 1 tsp vanilla extract |
| • 300g lotus biscuits, crushed | Topping: |
| Caramel: | • 250g Biscoff spread |
| • 80g unsalted butter | • 100g white chocolate |
| • 90g light brown sugar | • Chopped lotus biscuits |
| • 397g can of condensed milk | • Handful of white chocolate buttons |

METHOD

- To begin, preheat your oven to 180 C / 160 C fan / Gas Mark 4. Pour in the melted butter and blitz together until it reaches the consistency of wet sand.
- Line an 8"/20cm square dish with baking paper.
- For the biscuit layer, crush the lotus biscuits in a blender if you have one – the **Swan Stealth Personal Blender** is a great choice! If you don't have one, put the biscuits in a sealable freezer bag and bash them with a rolling pin – it's a great way to get some frustration out!
- Melt your butter in the microwave and combine with the crushed biscuits. Put the mixture into the dish and press it down to make it nice and even. Add in 100g of melted Caramilk chocolate and mix thoroughly into the batter.
- For the caramel, combine the butter, sugar and condensed milk in a pan and heat it gently. Stir continually while the sugar dissolves.
- Once the sugar has dissolved, turn up the heat to medium-high and bring to the boil. Again, be sure to keep stirring it! Once it's reached a boil, turn the heat back to low and keep stirring for about 7-10 minutes.
- Pour the caramel evenly over the biscuit layer and then put the dish into the fridge while it cools. It should take around an hour – once it's done, it'll be firm to the touch.
- Finally, make the topping by combining the Biscoff spread and the white chocolate in a microwaveable bowl and melting it in the microwave. Pour this mixture over your freshly cooled caramel, and scatter the chopped biscuits and white chocolate buttons over the top. Return it to the fridge to cool – this should take around 2 hours.
- Your delicious Biscoff millionaire's shortbread is ready to serve! Cut it into squares, pile them on a plate, and serve them up to your guests – though be warned, it might be hard to get them to leave! Maybe it's safer to keep it all for yourself...



GETTING IN THE STUDIO WITH LIVERPOOL LIVE RADIO

If you're a regular reader of the Swanday Times, you'll be well aware of the growing success of Liverpool Live Radio. The Merseyside-based station launched last summer with the aim of bringing a local radio feel back to the airwaves – and it has gone from strength to strength ever since.

This month, Liverpool Live saw an in-studio appearance from We Three, an Oregon-based band who found fame as semi-finalists on America's Got Talent in 2018. Head on over to Liverpool Live Radio's Instagram page (@liverpoolradio) to check out their incredible performance, featuring their latest single "Half Hearted".

In support of Liverpool Live's mission, we at Swan are proud to sponsor 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 or on Twitter at @LiverpoolLiveRD.



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



JULY'S SHARE TO WIN WINNER ANNOUNCED

Our share to win #myswankitchen winner is...
@statie38

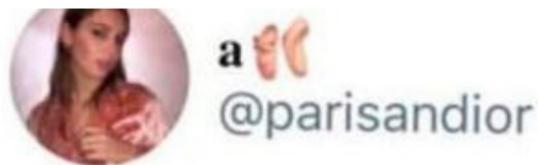
We're delighted to announce that our July share to win winner is @statie38! Congratulations! We hope your **Swan Retro 8 Inch Clock Fan** in grey (SFA12630BLN) helped you to stay cool during the recent heatwave. As we're sure you'll agree, it's the perfect size for keeping by your side through the hot weather, whether it's perched on the kitchen counter to keep you cool while you cook or sat on your bedside table to help make sure you can sleep through the night.

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!



MEME OF THE MONTH

It's always inspiring to see someone so committed to self-improvement...



if we're not like this i don't want it





GATSBY
COLLECTION
INSPIRED BY THE ROARING 20s

Shop Now



SWAN RECEIVES ALICE CHARITY'S "TA DUCK" AWARD

Alice Charity is dedicated to supporting vulnerable and disadvantaged families across the Stoke-on-Trent and Newcastle-under-Lyme region. Since 2011 it has run a range of important campaigns to help those in need. Here at Swan, we have been proud supporters of Alice Charity, making a number of donations to help their vital work – including, most recently, sponsoring their "Bump & Beyond" project to provide essential equipment to new parents.

This month, we received an unexpected delivery – Alice Charity's "Ta Duck" award, a lovely star-shaped glass trophy recognising

our contributions to their work. Just a note for those unfamiliar with the regional slang: "ta duck" means "thank you"! Needless to say, the award has taken pride of place in the Swan showroom, its elegant design setting off the striking colours of the Retro range to perfection, as we're sure you'll agree!

If you'd like to read more about Alice Charity's work, or are looking for ways that you can contribute, **head on over to their website.** Alongside heart-warming stories of all the amazing help they've offered to local families, you can also find information on how to volunteer or donate.



THE NORDIC RANGE TAKES CENTRE STAGE AT POTTERS

As you may have noticed, we at Swan are particularly proud of our long (and illustrious!) history. This year, especially, we've been doing our utmost to celebrate 90 years of providing stylish homewares and innovative appliances. By the same token, we love to work with brands whose ethos matches ours – such as Potters Cookshop, for instance, Essex's favourite family-run kitchenware store. Not only do they provide award-winning service, they're also just as eminent and distinguished (okay, we mean old!) as Swan, having been founded all the way back in 1909!

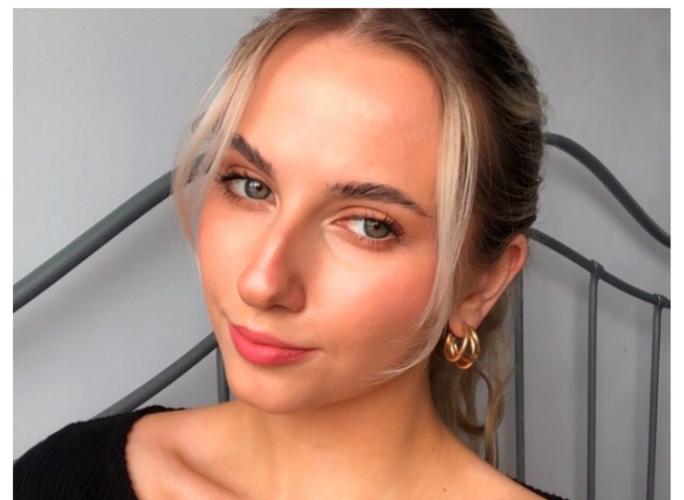
Potters Cookshop are long-time stockists of Swan products, and we were delighted to see our Nordic collection recently featured on their façade in the form of a fabulous poster. **The Nordic Pump Espresso Machine in eye-catching blue** is a particular standout – we can just imagine all the passers-by doing a double-take! Thanks to the eagle-eyed Hannah Hawkins for spotting it and snapping us a pic.



BEHIND THE SCENES WITH SWAN'S MARKETING EXECUTIVE

Not only do all of us here at Swan love what we do, we also love to give our fabulous Swan family a glimpse behind the scenes. This month, we offered a little insight into life as a Marketing Executive thanks to an in-depth Q&A with our very own social media mastermind Meda Delf! Meda walked us through her working day, from scheduling social posts across a range of platforms to sourcing those all-important memes, as well as divulging a range of her favourites, from her go-to playlist to her most rewatched film.

Head on over to our LinkedIn page to read the full interview – and, at the very least, you'll be able to put a face to all those hilarious Instagram posts! And of course, feel free to tag us on social media and let us know what you thought – especially if you try out Meda's favourite (and no doubt controversial!) pasta and ketchup recipe...



THE RETRO RANGE IN FULL COLOUR ON THE COVER OF ERT

ERT Magazine has been the leading publication in the electrical retailing industry since 1890 – that’s over 130 years at the forefront of all things electrical! For that reason, being featured on the cover of ERT is something to truly be proud of. And for the July/August issue, it’s Swan’s colourful Retro range that takes pride of place! Not only does the cover feature a range of fabulous Retro products, from the Retro 6L Air Fryer to the 800W Digital Microwave, it also highlights the exciting new colours that will be coming to fill out the range this summer.

The cover displays the ever-popular Retro Pump Espresso Coffee Machine in striking mellow yellow, as well as the Retro Slow Cooker

in head-turning purple. The Retro range is already hugely popular with our Swan family, and we know that these extra colour options will make it even more of a fan favourite. So, thank you to ERT Magazine for helping us to highlight this exciting development!

And if you’re looking for high-end appliances that take inspiration from classic designs, **why not head over to our website and browse the Retro range for yourself?** You might find just what you need to give your kitchen a new lease of life!



Interview

Peter Booth, LG's Commercial Director CE, on rapid growth in home appliances and the brand's big new tech-focussed campaign 'The Smart Good Life'. Page 16

July/August 2021



Powering the electrical retail industry for over 129 years

NEW Mellow Yellow

Swan
designed for life
Retro

NEW COLOURS FOR SUMMER 2021

NEW Purple

Come visit us at **EXCLUSIVELY housewares** Stand EH400 www.swan-brand.co.uk

STEALTH

Shop Now

KINGSWAY POWER CELEBRATE AN INCREDIBLE SEASON

As the season comes to a close for Kingsway Power Netball Club, it's a great time to celebrate all the achievements of the past year. Needless to say, it wasn't a season conducted under ideal circumstances, and the fact that the teams across all age ranges were able to persevere – and even thrive – was incredible to see. The Under 13s in particular deserve special mention for their incredible achievement of going unbeaten through the season

to become league champions, as well as winning the Sisters n Sport National Cup. And we'd also like to draw attention to Sarah Carney, who received an Outstanding Contribution Award for all her hard work in the 2020-21 season – congratulations, Sarah! Now it's time for a well-deserved break – after all, the 2021-22 season isn't all that far away!

KIDSGROVE GIRLS GEAR UP TO GET BACK ON THE PITCH

Kidsgrove Girls FC have spent the first part of August having some much-needed rest – but things didn't stay quiet for long! As of the 16th, they were back out on the pitch again in preparation for the Aces Tournament, which begins on the 29th. The end of the month is also highlighted by a celebration of the successes of the past

season, with the announcement of a range of awards including the manager's, parents', and players' choice for player of the season. A busy month off the pitch is capped off with the addition of four new players to the squad – Grace, Libby, Lilly, Hattie, and Ashley – as well as a raffle to raise money for new equipment.

SUDOKU

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

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WORDSEARCH

There are 17 hidden answers to be found, reading in any direction, in the word search grid.

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Answers

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

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