

THE SWANDAY TIMES

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Recipe of the month

**BREAST CANCER
AWARENESS MONTH**

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Black Friday Prep

**TOUR OF LIVERPOOL
WITH PETE PRICE**

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The Ebay Open

**KINGSWAY GIRLS
RAISE MONEY**

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CHECK OUT SWAN'S LATEST GIVEAWAY!

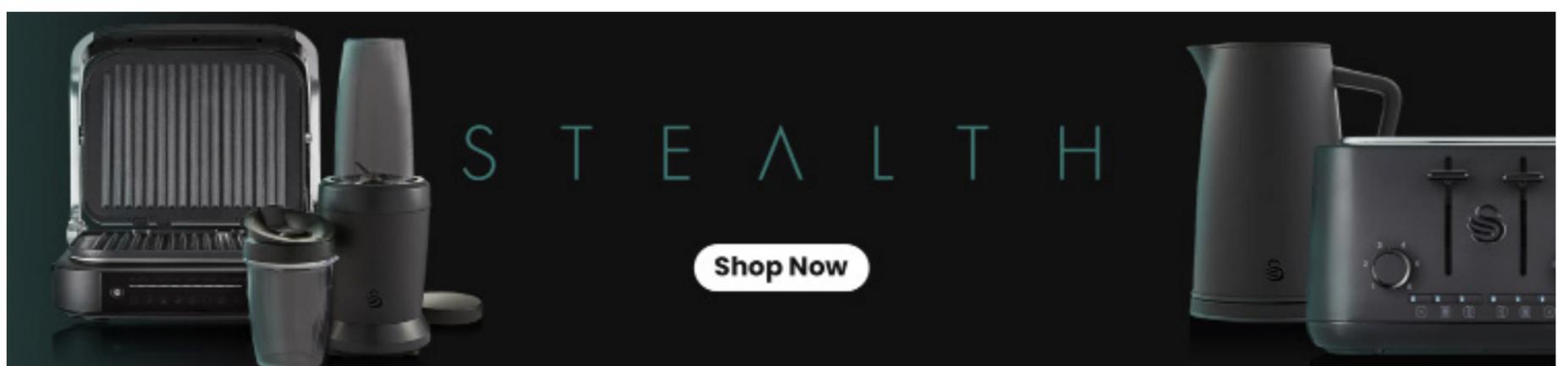
SWAN ARE GIVING AWAY TEN HANDHELD GARMENT STEAMERS IN COLLABORATION WITH THE POPULAR @SEXTEDMYBOSS PODCAST.

After we saw Jordan from the 'Help, I sexted my boss' podcast provide a glowing review of host William's Handheld Garment Steamer in one of their Boys Are Back Bonus Tour episodes, we decided to run a little giveaway with the boys as a thank you. We gave them ten garment steamers to give to their followers on Instagram. To enter, all you had to do was head over to their Instagram post and comment either #SteamMeJordan or #SteamMeWilliam and they then chose 5 lucky entrants from each side to win their very own Swan Handheld Garment Steamer.

Hundreds of people entered the competition hoping to win one of our coveted Garment Steamers. Our steamers are ideal for a quick freshen up of your clothes when travelling or on the go, or just if you don't fancy getting the iron out and need to get rid of creases pronto. We hope the lucky winners enjoy their Swan Steamers!

The Help, I Sexted My Boss podcast is a fun and hilarious podcast that helps you to navigate the daily struggles of modern life. Ran by hosts William Hanson and Jordan North, they offer very different advice on today's everyday problems. These two hosts couldn't be more different... One's more Buckingham Palace, the other's more Crystal Palace. William teaches etiquette, travelling the world teaching people how to behave at every possible social or diplomatic occasion. Whereas Jordan is a BBC 1 radio presenter and runner-up on last years I'm a Celebrity... Get Me Out of Here! Despite this, these guys are great friends and whatever your conundrum, they're here to help.

The boys are currently on tour, with their final show at Newcastle on Sunday 31st October. You can listen to the Help, I Sexted My Boss podcast on Apple Podcast, Spotify or Acast now, with new episodes uploaded regularly.



OCTOBER IS BREAST CANCER AWARENESS MONTH

This month was Breast Cancer Awareness Month, where people all over the world get together to show support for those affected by breast cancer. Breast cancer is the most common cancer worldwide. According to breast cancer charity, Breast Cancer UK, 1 in 8 women in the UK will be diagnosed with breast cancer in their lifetime. And although less common, around 350 men are diagnosed with breast cancer every year too.

The earlier breast cancer is detected the higher the chance of recovery, which is why it's so important to check your breasts regularly for any changes and visit the doctor as soon as possible if you notice any.

Here at Swan, we wanted to help raise awareness this Breast Cancer Awareness Month by putting together an article

highlighting the signs, symptoms and causes of breast cancer, as well as suggesting some ways people can support Breast Cancer Awareness Month. There are many ways you can show your support. From something as simple as buying a pack of sweets where a percentage of the money is donated to a breast cancer charity to arranging a big fundraising event at work or in the community, everyone can help raise awareness and funding for breast cancer research.

Head to the Swan Big Family site to read our Breast Cancer Awareness Month blog, and find out more about breast cancer and how to show your support.



SWAN CELEBRATES NATIONAL CHOCOLATE WEEK!

The 14th–19th of October was National Chocolate Week, the perfect opportunity to share our top 5 chocolate recipes.

We may have said this before but we think this may be our favourite national week so far! National Chocolate Week was the perfect excuse for us to pig out and enjoy our favourite chocolate and share our top 5 chocolate recipes. We don't know about you, but Bake Off being back on our screens has got us all in the mood to do some baking... So, if you want to celebrate all things chocolate and test out your baking skills, why not **check out our National Chocolate Week blog** for some delicious chocolate recipes.

Our **Dracula's boozy blood bath slow cooker hot chocolate recipe** is perfect for spooky season, whether you're throwing a Halloween bash or just cosying up on the couch with your loved ones to watch some scary films, this hot chocolate recipe is a must!

If you're on the lookout for a quick and easy – but equally delicious – chocolate brownie recipe we have you covered with our **grill chocolate brownie recipe**. Who knew making brownies could be so simple? And it's just another way you can utilise your Swan Stealth Grill!

Get into the Halloween spirit this weekend with our chocolate spooky spider cookies! They're a brilliant and fun way to get

creative with your little ones and the best part is you get to enjoy some chocolate treats afterward.

For all of these recipes and more, head to the Swan Big Family site to **read our National Chocolate Week blog**.



RECIPE OF THE MONTH

Swannie dodgers – Swan Housewares Manager Veronica

INGREDIENTS

- 370ml jar strawberry jam
- 100g unsalted butter, softened
- 175g caster sugar, plus extra for sprinkling
- 1 large egg
- 1 tsp vanilla paste
- 200g plain flour, plus extra for dusting

METHOD

1. To make the biscuits, mix together the butter and sugar in a bowl with a wooden spoon until well combined. Add the egg and vanilla, and continue to beat by hand until fully incorporated. You will need to scrape the edges of the bowl down for this part.
2. Tip the flour into the mixture and fold together until fully combined, then shape into a ball. Roll the dough out onto a floured sheet of baking parchment to a depth of around 5mm. Transfer the sheet to a baking tray and put in the fridge for 10 mins to firm up.
3. Remove from the fridge and press out your biscuits using a 6cm cutter. You will need 16 base biscuits and 16 top biscuits, with small holes of around 3cm cut out of them.
4. Recombine your dough off-cuts and reroll them on a floured surface. Try to be fairly quick doing this, as the mixture will



5. warm up and get sticky. If it does, just pop it back in the fridge to firm up again.
5. Once the shapes are cut out, arrange on 2 baking sheets lined with baking parchment and leave to cool in the fridge for 10 mins.
6. Heat oven to 190C/170C fan/gas 5. Bake the biscuits for 7 mins, then take them out of the oven and sprinkle the tops with caster sugar. Return all the biscuits to the oven and cook for a further 5 mins. Take out and allow to cool fully on a wire rack.
7. When cool, spread jam on the bottom biscuit and top with another biscuit, with a hole in it, sandwiching them together. Your Swannie Dodgers will keep for 2-3 days in an airtight container.

SEPTEMBERS SHARE TO WIN WINNER ANNOUNCED

Our share to win #myswankitchenwinner is... @kens_scratchboard_art!

We're excited to announce September's share to win winner is @kens_scratchboard_art! Congratulations Ken! We love how our Retro Blue Slow Cooker (SF17011BLN) matches your lovely blue cupboards perfectly. This retro slow cooker looks like it's made for Ken's kitchen - the retro aesthetic fits perfectly with his vintage style cupboards and wooden countertops, and its even the exact same shade of blue. We love this picture, thanks so much for sharing!

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



PETE PRICE FROM LIVERPOOL LIVE RADIO SHOWS US AROUND THE CITY OF LIVERPOOL

Liverpool Live Radio presenter Pete Price has been on his travels round Liverpool showing off parts of his beautiful city. Last week, he was at St. Georges Quarter, outside The Walker Art Gallery and St. Georges Hall. He's also been to visit the Radio City tower, The Museum of Liverpool on the docks and many more of Liverpool's great landmarks.

Head over to Liverpool Live Radio's Instagram @liverpoolradio, to follow Pete on his travels. Can you guess where he's headed next? And why not tune into Liverpool Live Radio's The Breakfast Show, for your opportunity to win big with Swan every Friday!



MEME OF THE MONTH

Asking for a friend...



Swan Brand
@SwanBrandUK

Question of the day: When leaving the house does anyone tell their pets they will be home later?

THE HOT MESS MUMS CHAT TO CLAIRE SWEENEY

In the latest episode of the Hot Mess Mums podcast, Kelly and Jenny spoke to actress, tv presenter and singer Claire Sweeney. Jenny and Claire have known each other for years, so it was lovely for them to have a good old catch up and chat on the Hot Mess Mums podcast.

They talked about her career, life as a single mum and finding that work-life balance. If you're looking for a good giggle, why not tune into the Hot Mess Mums podcast, available to listen on Apple Podcasts, Google Podcasts and Spotify.



THE SWAN TEAM PREPARE FOR BLACK FRIDAY

Hard as it might be to believe, November is almost here, and if you're an avid shopper, you know exactly what that means: Black Friday is on the horizon! Yes, the biggest shopping day of the year is upon us, and we hope you're getting yourself ready to grab a few early Christmas presents – or maybe just a well-earned treat for yourself. Perhaps you've had an eye **on one of our fabulous Nordic kettles**, or maybe you've been waiting all year for an excuse to grab a **super-sleek Stealth Digital Microwave**. Well, the perfect excuse is on its way!



Here at Swan, we've been getting ourselves ready for one of the most exciting – and busiest! – times of the year by stocking up on all kinds of exciting content to treat our Swan family to all through November. We've got a whole host of fun things up our sleeves, from cooking challenges to live shopping, and we've brought some of our amazing influencers along for the ride. We've even got podcasts for those of you who want something fun to listen to on your way to work.

So, make sure you're following us on social media and keep your eyes out for all the fabulous content coming your way in November. Trust us, you won't want to miss out!

SWAN'S PINTEREST ACCOUNT GETS THAT ALL-IMPORTANT BLUE TICK

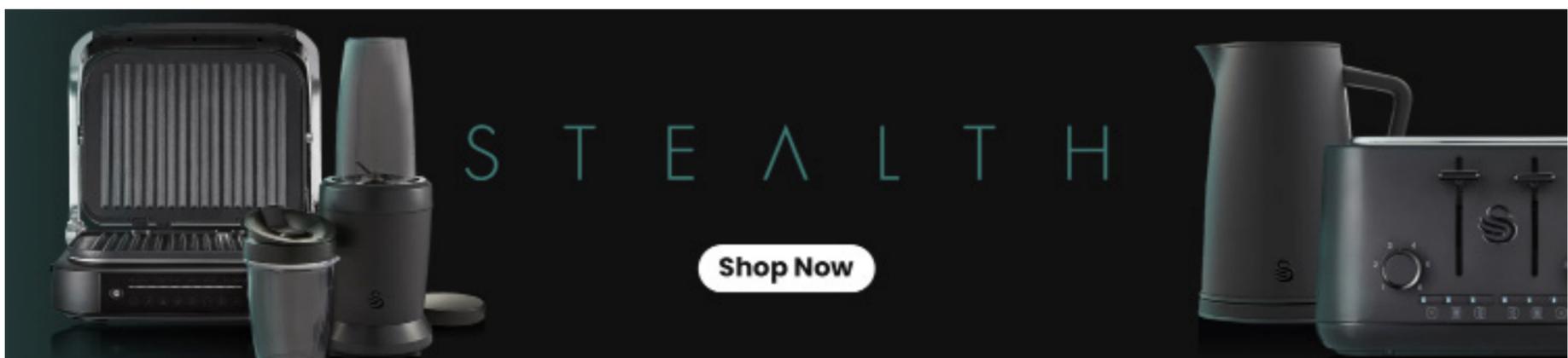
Pinterest is the perfect platform for Swan – nothing but mood boards, cosy interiors, and design ideas as far as the eye can see. What could be better? And unsurprisingly, we've taken to Pinterest like... well, like a swan to water! Since launching our Pinterest account, we've loved serving up all kinds of inspiration and excitement to our followers, from seasonal decorations to delicious recipes.

After racking up 350k monthly views and introducing the Pinterest shop feature, we're excited to announce that this month we finally became a verified Pinterest merchant! A big congratulations to our Marketing Executive, Meda Delf, whose amazing work helped us to reach this milestone.

And if you've not had a chance to browse our lovely Swan Pinterest account, what better time than now? **Head on over** and explore the delights we've collected – you never know, you might find just the inspiration you've been looking for!



Swan Brand UK ✓
 swan-brand.co.uk · @SwanBrandUK · The Official Swan Brand UK page 🇬🇧
 357 followers · 51 following
 Follow



LEARNING AND SHARING AT THE EBAY OPEN UK 2021

Late September saw the return of the annual eBay Open UK to Victoria Warehouse in Manchester – and our incredible e-commerce team was in attendance to stay up-to-date on the latest strategies for boosting business, as well as to share ideas with others in the industry. Our team is always eager to make connections with other businesses and find out what people in the industry are thinking about, and there simply couldn't be a

better opportunity to do so than this. The three days were packed full of panels and sessions covering all the different aspects of the marketplace, and our team came back buzzing with new tactics to implement and concepts to explore. We can't wait to see what they've got in store – pun very much intended!



THE RETRO FAMILY LAUNCHES THEIR FIRST RETAIL STORE

Here at Swan, we love to see our collaborators reach new heights, and this month we couldn't be happier to hear that our long-time friends at The Retro Family have expanded into their very first retail store in the Netherlands, **Loods 5**. As you'll no doubt be able to tell from the website, their new store is all about luxury and comfort – something that we here at Swan very much appreciate!

We've had the pleasure of working with The Retro Family for the last five years, and they've been amazing stockists for a wide range of Swan products – including, naturally, our Retro collection. We're happy to hear the great news and wish them all the best with their new store. We have no doubt it's going to be an enormous success.

KINGSWAY POWER OFF TO AN IMPRESSIVE START

After a well-earned summer break, Kingsway Power Netball Club is back out on the court – and, as you avid followers will be no doubt unsurprised to hear, they've started off strong! The Under 14s have already managed to score two victories from their first

two games in the ENG Sports UK league, including an impressive 41-7 win over Saddleworth. Congratulations to the team, and to players of the match Lexi and Maeve! We're certain that there'll be plenty more big wins to celebrate in the coming months.



U14 ENG League

KWP 36-18 GRANGETOWN
POM LEXI



KIDSGROVE GIRLS RAISE MONEY WITH A RAFFLE

Kidsgrove Girls FC have enjoyed a restful summer break and are busy settling into the new season – and that means making sure they've got all the equipment they need to train hard and take on the competition. In order to set themselves up for a storming season, the team held a raffle this month to help raise money for both equipment and entry fees. And with a whole host of fun prizes on offer – **including some ultra-cute Swan Character Mugs** – you shouldn't be surprised to hear that they managed to raise an amazing £165! We're sure this will be put to very good use and help Kidsgrove Girls continue their winning ways.

SUDOKU

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

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

WORDSEARCH

There are 18 hidden answers to be found, reading in any direction, in the word search grid.

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

Answers

Oven, Stove, Microwave, Fridge, Dishwasher, Mop, Brush, Kettle, Toaster, Radio, Sink, Breadmaker, Blender, Deep Fryer, Waffle Iron, Sponge, Plates, Glasses

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

