

THE SWANDAY TIMES

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Christmas gift guide

**SPOTTED:
THIS MORNING**

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Bonfire Night

**MELANIE SYKES ON
HOT MESS MUMS**

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New Christmas Ad

**DAD THE DISH
BBQ**

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Happy Diwali

**NEW CARLTON
RANGE**

PAGE 8 & 9

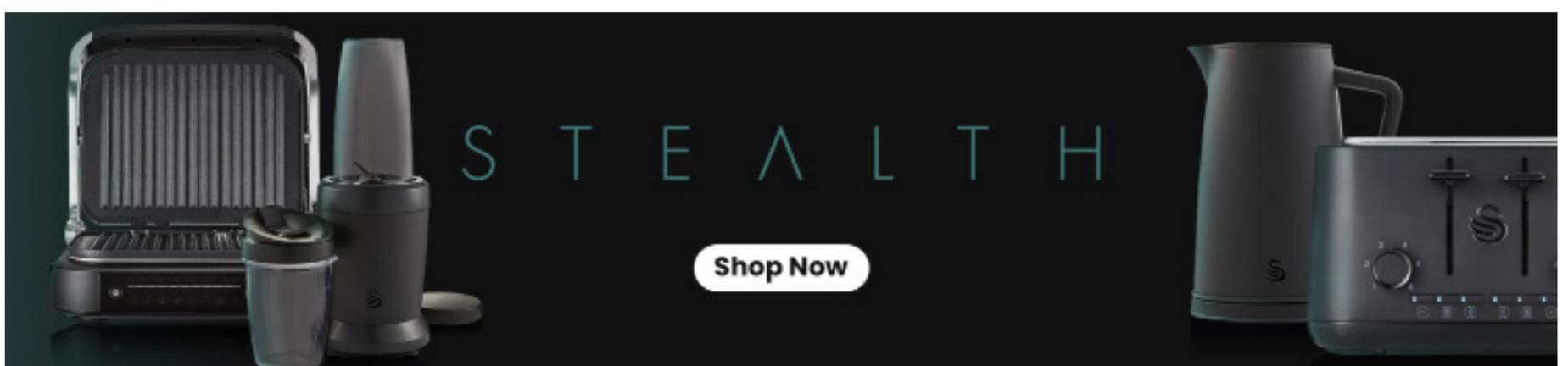
SWAN IN MORRISONS

WE ARE THRILLED TO ANNOUNCE SWAN PRODUCTS ARE NOW AVAILABLE TO BUY IN MORRISONS STORES ACROSS THE UK!

Swan products have officially landed in Morrisons stores across the UK! Swan products are stocked in a variety of stores throughout the UK including Tesco, Home Bargains, Taskers and TK Maxx. We are so proud to add another popular store to that list... Supermarket Morrisons has now become an official Swan supplier! That means you can pick up one of our fabulous Swan products whilst grocery shopping or on your next big shop. It's never been easier to bag yourself some trendy new kitchenware – we'll apologise in advance to your bank account!

To celebrate adding another distributor to our Swan family, we've created an exciting treasure hunt competition on our social media where the first ten people who enter will receive a FREE prize from us.

To enter, all you need to do is head over to a Morrisons near you and see if you can find some of our Swan products on the shelves. Then snap a selfie of yourself with the Swan products and share the image with us on social media tagging @SwanBrandUK. The first ten selfies we receive will get a free prize from us! So, get your skates on and head down to your nearest Morrisons to see if you can find some of our fabulous Swan products lining the shelves. If you do, you could be in with the chance of winning a free Swan product for your collection! But you better be quick, our Swan family work fast.



SPOTTED: SWAN RETRO PANS ON THIS MORNING

At the beginning of the month, we spotted an old Swan favourite, the Swan Retro range, featured on This Morning. Another TV feature for the Retro range – this time for our beautiful **Retro Red Saucepans (SWPS3020RN)**! We were thrilled to see our retro pans being used live on This Morning in their 'Bonfire Bakes' section with Jane Dunn. Showing their versatility, the red Retro saucepans were used to make a delicious caramel to make toffee apples, the perfect autumnal snack for Bonfire Night.

This isn't the first time This Morning has featured Swan products on the show, and we're hoping it's not the last. They're a big fan of the Retro range previously featuring the Retro Slow Cooker, and they've also featured our best-selling Swan Garment Steamer before. We hope to see some of our lovely products pop up on This Morning again soon – and not just because it gives us an excuse to watch the show for 'work purposes'.



HALLOWEEN HIGHLIGHTS

Here at Swan, we love spooky season. As soon as October hits we have pumpkins on the brain and start to transform our homes into a spooktacular autumn delight. Last month we were in our element, and because we had to miss a proper Halloween celebration the year before, we decided to go all out! We hope you all had a ghoulishly good Halloween this year. But just because October is over that doesn't mean you can't still enjoy some scary fun or autumnal decorating.

So, if you're like us and want to celebrate spooky season way into winter, **head over to the Swan Big Family site and read our Halloween Inspiration blog**. We give you tips on how to get the perfect autumnal décor both inside and out, face paint inspiration for your little (or big) monsters, where to get a killer costume (see what we did there), as well as the all important Halloween recipes so you can make some devilishly delicious snacks and drinks for yourself, friends and family, however you choose to celebrate.



SWAN CHRISTMAS GIFT GUIDE

Christmas is now less than a month away (I know – we can't believe it either!) so now is the time to start (if you haven't already) buying all your Christmas presents. We know that picking gifts for our loved ones can be a challenge, so we've put together a list of our top gift picks this Christmas. And we've released it way in advance this year, so you can take advantage of our Black Friday sale, running from 15th November – 3rd December, and grab a beautiful gift at a bargain price!

Our **Christmas Gift Guide** has gift ideas for everyone in your life. From the baking enthusiast and coffee lover to the music obsessed and fitness fanatic, our Christmas gift guide is packed full of creative and unique ideas. We've included smaller gifts like our **set of 4 double-wall Cappuccino Glasses**, **Nordic 6pc Utensil set with holder**, and **best-selling Egg Boiler and Poacher** that are perfect stocking fillers or Secret Santa gifts. As well as showstoppers like our **Retro Stand Mixer**, **Nordic Pump Espresso Coffee Machine**, **Stealth Smart Grill** and **Retro DAB Bluetooth Radio** for that special person in your life you really want to treat.

So, if you're struggling to think of ideas or just fancy a helping hand, **check out our Christmas Gift Guide on the Swan Big Family site**. And if you're treating your loved ones (or yourself) to any

Swan products this Christmas, order before December 3rd and use code BLACKSWAN22 for 22% off! Then sit back, relax and enjoy a cuppa knowing you've sorted Christmas early this year!



LIVERPOOL LIVE RADIO: BILLY BUTLER CELEBRATES 50 YEARS ON THE RADIO!

Liverpool radio legend Billy Butler was on the Pete Price podcast a few weeks ago talking to Pete about his 60 years in showbusiness and 50 years in broadcasting. To celebrate this huge milestone, he and Pete did a special two-part podcast episode. In this two-hour special he talked to Pete about his career so far and tells some interesting stories from his 50 years in the business.

You can listen to the two-part podcast on the Liverpool Live Radio now, or on Apple Podcasts, Spotify, Amazon and Google Play. And if you want to hear more from Billy Butler, tune into the Billy Butler show at 10am – 1pm every weekend on Liverpool Live Radio!



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SWAN CELEBRATE BONFIRE NIGHT

Remember, remember the 5th of November... The UK celebrated Bonfire Night on 5th November, a night that rolls around once a year to commemorate the gunpowder plot and the arrest of Guy Fawkes in 1605 who was guarding explosives under the houses of parliament intended to assassinate King James I and his parliament. To celebrate the king's survival people lit bonfires around London and it was later made an annual public holiday. Nowadays, Bonfire Night is the perfect occasion to get in some quality family fun time with toasted marshmallows, dazzling fireworks and plenty of hot food and drinks!

There are so many things to consider when you're getting ready for this big autumn event, and here at Swan HQ, we love party prepping and celebrations, so we thought we'd give you some help to plan the perfect Bonfire Night celebration. We've thought of everything from what to wear, how to keep your family toasty warm, what to cook and what drinks to serve, right down to how to keep your four-legged friends safe and happy.

So, if you're planning a Bonfire Night celebration (or any kind of Autumnal get-together) **check out our celebrating bonfire night with Swan blog on the Swan Big Family site.**



MELANIE SYKES ON THE HOT MESS MUMS PODCAST

The Hot Mess Mums had broadcaster and presenter Melanie Sykes join them on the podcast this month. They had a wonderful and very real chat with Melanie, which was incredibly well received by so many, even featuring in the top 10 of the apple podcasts charts.

The conversation flowed so naturally and some incredibly powerful points were made in this episode including how only YOU can make

YOU happy, that not everything is always how it appears (something that's good to remember when you're suffering Imposter Syndrome or comparing yourself to others on social media), and don't be defined by others' opinions of you! If you fancy giving it a listen yourself, tune into the Hot Mess Mums podcast, available to listen on Apple Podcasts, Google Podcasts and Spotify.









Jenny



Melanie Sykes



Kelly



GATSBY

COLLECTION

INSPIRED BY THE ROARING 20s



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RECIPE OF THE MONTH

Reeses Brownies by @mrsbfoodblog

INGREDIENTS

- 75g stork or butter (melted)
- 100g light brown sugar
- 200g caster sugar
- 1tsp vanilla extract
- 4 eggs
- 80g cocoa powder
- 50g Reeses peanut butter chips
- 50g milk chocolate chips
- 1tbsp peanut butter

METHOD

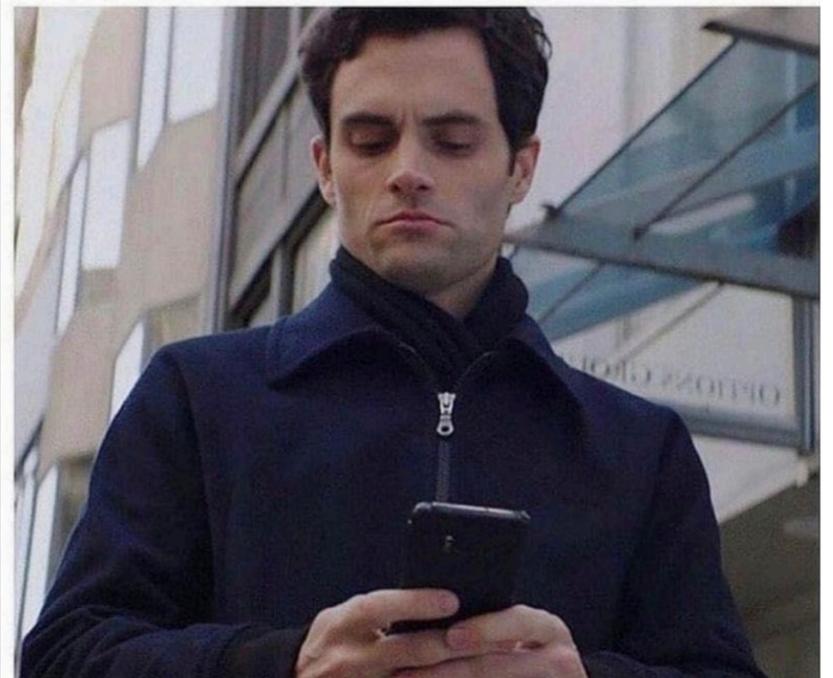
1. Mix together the melted stork/butter, sugar and vanilla extract in a bowl. Mrs B suggests to do this by hand as it bakes better.
2. Next, fold in your eggs - you may want to whisk the eggs beforehand.
3. Use a sieve to gently sift in the cocoa powder and fold this in by hand.
4. Add in your chocolate chips and Reeses peanut butter chips and stir until the mixture is combined.
5. Pour the brownie mixture into a lined baking tin and then feather a tablespoon of peanut butter into the top of the mix.
6. Cook between 160-170 degrees (on a fan-assisted oven) for between 30-35 minutes.
7. Once cooked, leave to cool for a few hours before slicing and enjoying with a good cuppa!



MEME OF THE MONTH

Am I right ladies (and gents)?

He be killing people and still be able to text back. Don't settle for less, ladies







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OCTOBER'S SHARE TO WIN WINNER ANNOUNCED

Our share to win #myswankitchenwinner is...@themakingof_no9!

We're excited to announce October's share to win winner is @themakingof_no9! Congratulations guys! We love how our Retro Pump Espresso Machine in green looks in your kitchen. It matches your cool quirky accessories perfectly. This retro espresso machine is perfect for your kitchen aesthetic and it matches your lovely sage green cabinets perfectly. We love this picture, thanks so much for sharing! And we hope you enjoy your new Swan product.

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!



TRIBECA
INSPIRED BY THE SHADES OF GLAMOUROUS
NEW YORK ART DECO CITY LIFE

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STAYING IN TOUCH WITH THE SWAN TEAM MEETINGS

For many of us, the pandemic has been a prolonged experiment in trying to stay connected with our friends, family, and colleagues without being able to leave the house. And we have to admit – here at Swan, we’ve not found it easy! As creative, collaborative people, we’ve missed the random conversations and chance ideas that can come about more easily face-to-face. And we’ve also become aware just how hard it is to keep everyone on the same page in a busy, vibrant company!

That’s why we’ve made a point of holding regular team meetings over Zoom to make sure that every member of the Swan team

has a chance to stay up to date on what’s going on, share a joke, and review where we’re at as a business – and also, of course, just to say hello and check in! Even if we can’t all be physically in the same place, it’s important that everyone has a chance to stay in touch. Our most recent meeting at the start of November was full of friendly faces and exciting new ideas, and we can’t wait to get together again soon and see how everything has developed!



DAD THE DISH AND SWAN WORKING ON MOUTH-WATERING NEW CONTENT



If you follow us on social media – or you’re a regular reader of the Swanday Times! – you’ll know that our collaboration with the inimitable Dad the Dish has already produced some truly incredible content. From regular recipes to live cookalongs, food fans have had plenty to get their teeth into. But we’re here to tell you that you’ve only had a taster – there’s much more mouth-watering content to come! This month, we paid a visit to Dad the Dish’s gorgeous new studio – all decked out with Swan appliances, of course – to film some exciting new material that we just can’t wait to share with you. So keep your eyes peeled and be sure to follow us on social media to make sure you’re the first to see all the exciting updates coming your way.

FILMING FOR THE FESTIVE PERIOD WITH PAULS KITCHEN

For delicious, simple recipes perfect for feeding the whole family, there’s truly nobody who can compete with Pauls Kitchen. We couldn’t be happier to be working with Paul and helping him what he does best, and this month we’ve been stocking up on exciting content that will be coming your way in the weeks ahead. If you’re struggling to find tasty and practical meal ideas for the festive period and beyond, make sure you stay up to date with Paul’s frequent Facebook live videos – we’ve found them a real help!



MEET THE SWAN TEAM – E-COMMERCE SALES AND INTERNATIONAL SALES MANAGER KATIE LINDOP

As is probably clear from even a cursory glance at our social media presence, here at Swan we truly love what we do. And just as importantly, we love to share our passion and enthusiasm for our work with our Swan family! Well, what better way to do this than by offering you the chance to peak behind the scenes and get to know some of our lovely team members a little bit better?

This month, it's the turn of our e-commerce sales and international sales manager Katie Lindop to offer a little insight into what makes her tick. And, as usual, there's a mix of the hilarious, the relatable, and the eye-opening – what else could you call Katie's admission that she likes to dip her toast in a cup of tea?! What really shines through, though, is Katie's enthusiasm for and commitment to her work at Swan. As she puts it herself, the words she lives by are "eat, sleep, breathe Swan!"

If you want to get to know Katie a little bit better, head on over to our website to **read her full "meet the Swan team" Q&A**, where you'll be able to find out everything from her favourite Swan product to the soundtrack to her commute.

Get to know our E-commerce Sales & International Sales Manager.

Meet Katie...

What are your daily duties and responsibilities?



'Well, I'd say turning up to work is usually a good start! As a Sales Manager, I mostly take part in selling our fabulous products to various customers across the UK and internationally. I manage a brilliant team of seven people, and I take care of promotions across our department. I'd say making brews for the directors is an essential part of my job!'

THE SWAN 2021 CHRISTMAS ADVERT IS HERE!

Whether it's the effect of getting older or just because we've all spent half the year indoors, the festive period seems to have arrived ahead of schedule – and we can't say we're complaining! We've all earned a chance to take a break, get together with friends and family, and enjoy a bit of peace and quiet. Or, depending on your preference, some raucous partying!

This month, we've been getting ourselves ready to celebrate the season in style, and that includes filming our annual Christmas advert. If we do say so ourselves, we think our amazing creative team have truly excelled themselves this year, perfectly capturing that familiar, nostalgic feeling that makes the Christmas period so special.

The advert premiered on 18th November, so **head on over to our YouTube channel to take a look** and start to embrace that festive feeling!



SWAN LAUNCHES NEW CARLTON RANGE IN COLLABORATION WITH HOME BARGAINS

If you need to pick up some home essentials without breaking the bank, there's really no place better than Home Bargains. And that's why we are so excited to announce that our wonderful new Carlton range, available exclusively in Home Bargains, is on sale now! If you're looking for a brand-new kettle to ensure you can make a tasty brew for all the visitors over the festive period, or you're after a garment steamer to help you look impeccable at the Christmas party, the Carlton range has exactly what you need – and at a price that's impossible to beat! So head on down to Home Bargains today and make sure you don't miss out.



THE RETRO RANGE SPOTTED IN TASKERS HOME STORE

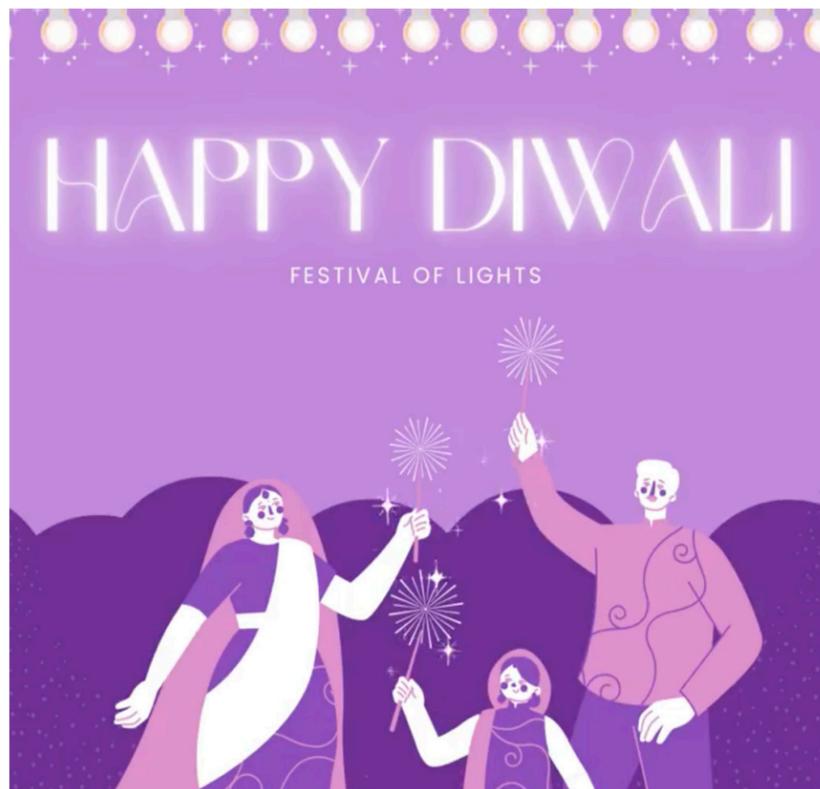


There's nothing we love more than seeing our fabulous Swan products out in the wild, and this month we were thrilled to spot a fabulous display of appliances from our Retro range at Taskers Home Store! Taskers is an independent, family-run business that has been around for over fifty years, so naturally we here at Swan feel a great affinity with them, and we are proud to have them stock a range of Swan products. And we have to admit: the Retro range is just as eye-catching now as it was when it first launched! Don't believe us? **Head over to our website and take a look for yourselves!**

HAPPY DIWALI TO OUR SWAN FAMILY

Every year, the festival of Diwali is celebrated by more than a billion people across the globe. A five-day festival taking place between mid-October and mid-November, Diwali is observed by a variety of religions, including Hinduism and Sikhism. The celebrations focus on the lighting of lamps and setting off of fireworks, as well as, of course, gathering with relatives to share food and joy.

This year Diwali took place from the 2nd to the 6th of November, and we hope that everyone celebrating had a wonderful time getting together with their loved ones!



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

WELL DONE TO THE KINGSWAY POWER NC PLAYERS OF THE MATCH!

We want to send a huge congratulations and say well done to all the Kingsway Power Netball Club girls who have won player of the match this month! The girls have been working so hard and playing incredibly well non-stop over the past month. They're also getting ready for their first ever fundraising event which from the videos looks like it's going to be an incredible event! With a chic black and silver theme and a whole host of incredible prizes, we're sure it's going to be a huge success. Have a great night girls and we hope you raise loads for the club!



SUDOKU

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

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

Answers

Oven, Stove, Microwave, Fridge, Dishwasher, Mop, Brush, Kettle, Toaster, Radio, Sink, Breadmaker, Blender, Deep Fryer, Coffee Maker, Sponge, Plates

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

WORDSEARCH

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

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

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