

THE SWANDAY TIMES

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BLACK FRIDAY WITH A BANG

SWAN CELEBRATES 90TH BIRTHDAY WITH A BLACK FRIDAY BASH!

On Friday the 26th of November Swan turned ninety years young and to celebrate we threw a massive 90's themed party for the whole Swan team, plus special guests.

To kick off the Black Friday event, the Swan team were joined by our iconic influencer pals on a set of everybody's favourite sitcom F.R.I.E.N.D.S. with a fun-filled live Black Friday event which featured a TikTok chat, Style Your Christmas ideas, a Scavenger Hunt, 90's themed games and more.

We heard from Steph Talbot, founder of **Alice Charity** which is a local charity dear to our hearts. Alice Charity provides essential help for disadvantaged and vulnerable families in our communities. From free play groups to emotional support and Buckets of Possibilities.

Lynsey Queen of Clean offered up some hacks on cleaning your washing machine and reminded us to 'never forget to wash the items that wash for you!' Lynsey later joined us in Monica's kitchen to give us a demonstration on removing coffee stains, from white tops to carpets and her go-to products for removing stains.

The Style Your Christmas team offered some craft ideas for kids, how to jazz up your Christmas wrapping and mini tree decorating tips with **Kayleigh Taylor**. Paul Dickson (from **@pauls.kitchen**) also gave us a F.R.I.E.N.D.S. themed 'Joey's meatball sub' recipe using our **Swan Smart Grill**. The Swan Team had a ball playing 90's themed games, from charades, 'Guess my line' and Wheel of Fortune to an iconic fashion show with our amazing influencers. **Click here to watch back.**

After the live show was all wrapped up it was time for the main event. At the amazing venue **Victoria Warehouse** in Manchester, we threw a massive 90th Birthday Party to celebrate the brand's milestone. With a 9m long bar, 9 million balloons, a cracking DJ and a giant illuminated SWAN sign.



We were so happy to see the huge billboard in Manchester for our Black Friday event. Our Swan Family influencers just had to get a snap with it!



A huge amount of hard work was put into the event, with the marketing team travelling all over the UK for **location giveaways** to spread awareness of the sale, as well as organising the event in Manchester. A massive thank you to everyone involved and to those who came to celebrate with us! Happy Birthday Swan Brand!



HOLLY-JOLLY CHRISTMAS SEASON



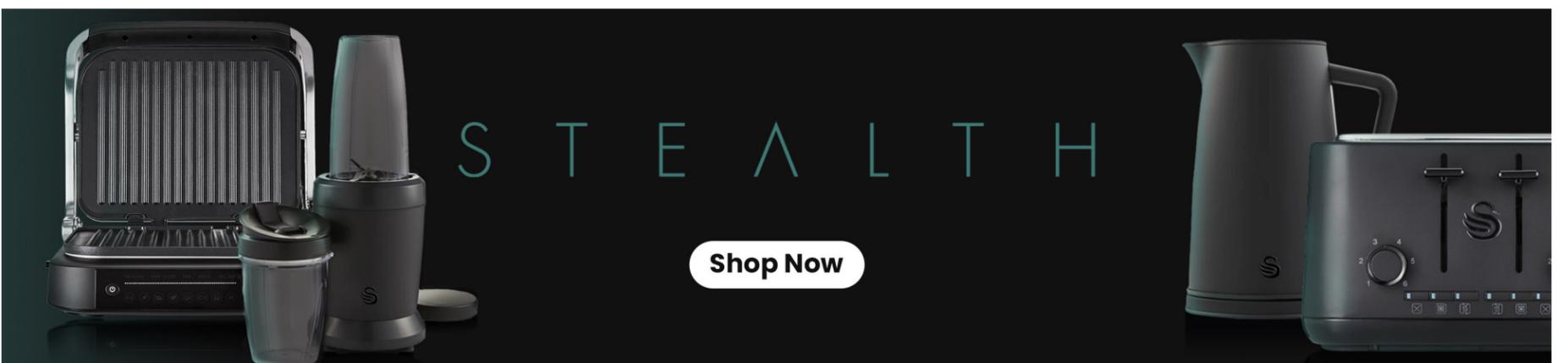
At Swan, we love the festive season. As the nights draw in, the lights go up and the hot chocolates become more frequent, 'It's Christmas' becomes a good excuse for anything. Last month we gave you a break down of **15 Festive Things to do this Holiday Season**.

But the holiday fun doesn't have to stop just because Christmas is over. Winter staycations are a great way to see new sights from a different perspective. With snow covered rolling hills, misty frozen lakes and crisp morning walks, what's not to enjoy when taking in some countryside.

ALL THINGS CHRISTMAS TELLY

If getting out in the great (cold) outdoors is not really your forte during Winter, we bet you've had some smashing holiday telly on the go. Maybe it's the Doctor Who special or one of the Harry Potter films. Eastenders Christmas episode or a Hallmark favourite. The Queens speech or The Big Fat Quiz of the Year. Christmas time TV is just the icing on the cake when it comes to cosy nights in.

Last month, our marketing team shared our **TV top picks**, from their fave shows to the best Christmas films. Whatever you enjoy, we've felt spoilt for choice this year with lots going on. What was your favourite TV moment this year? Let us know on our socials tagging @SwanBrandUK.



BOXING DAY GRUB

We don't know about you, but our family tradition is a boxing day fry up. The perfect hangover cure and the most important meal of the day, right? We stocked up on all the essentials to make your Full English better than ever. Head to this post to see **our run down of English Breakfast Essentials.**



DECCYS TO DIE FOR

The yearly British debate of when should the Christmas decays go up is about to get extended... for when they should come down? Last month, we gave you a list of **our top five Christmas décor essentials** to add an extra sparkle to your home this holiday season. And as we've mentioned, we love the festive season so we're holding on for as long as possible. How long do you keep up your decorations, and is the end of January a little too long? Asking for a friend, ha!

COCKTAILS ALL ROUND

This year we've been mixing up our usual cocktails for festive parties, Christmas day options and New Years toasting choices. Yuletide wouldn't be the same without Baileys and our resident

bartender came up with these dreamy **Baileys cocktail recipes** shared on our blog. The salted caramel latte is a particular favourite as a twist on the espresso martini.



NEW YEAR SPENT RIGHT

This year we dropped some sparkling ideas on **how you can spend your New Year's Eve.** For some that's out-out partying, attending an intimate party or maybe a tailored event with a DJ set. And for others its snuggled up on the couch, cosy and comfortable or some quiet time alone by choice. However you spent your New Years Eve this year, from all of us at Swan we hope you had a wonderful time and wish you the very best going into the new year!

RECIPE OF THE MONTH

This month's recipe of the month is the classic Spaghetti Bolognese from @mattsslimming_food.

INGREDIENTS

- 500 g 5% beef mince
- 1 large finely diced onion
- 4 cloves of crushed garlic
- 100 g sliced mushrooms
- 4 tbsp tomato puree
- 2 cartons of passata
- 1 can of chopped tomatoes
- 4 tbsp Worcestershire Sauce
- 2 tbsp dried oregano
- 2 tbsp dried basil
- 2 tbsp dried thyme
- Or you could use 4tbsp of mixed herbs
- 300 g of spaghetti
- 1 tbsp black pepper
- 1 tsp salt



METHOD

1. Start by finely dicing the onion and cook this down until they are brown and add in the garlic and mushrooms.
2. Fry off the mincemeat until it is browned and then add in the rest of the ingredients.
3. Give it a good stir and then leave it to simmer for around 45mins to an hour. I prefer mine thick, so I leave it to simmer for long. Just give it a stir every 5-10 minutes until it's at the right consistency for you personally.
4. On the side, 15 minutes before the end, get a saucepan of heavily salted water boiling and add in your spaghetti, once it's been boiling for 10-12 minutes drain it all off and leave it to one side.
5. Then it is time to serve and of course add your cheese on top cause what is bolognese without cheese!

Garlic bread optional but this is the BEST comfort food! For more from Matt, check out his Instagram page @mattsslimming_food or cooklybookly.

ANGIE BEST ON THE HOT MESS MUMS CLUB PODCAST

Kelly Pegg and Jenny Powell welcomed former Playboy Bunny and model Angie Best on a recent episode of the Hot Mess Mums Club podcast. Chatting about how her successful health and wellbeing business continues to be a massive part of her daily life.

Angie gave the Hot Mess Mums tips on the best vitamins to take for different health reasons and she stands by the fact 'supplementing; keeping your hormone, vitamin and mineral levels up keeps you young.' The gals had deep discussions about hormone replacement therapy, how alcoholism can affect us all and that menopause isn't the end of the world. Head to Spotify, Apple Podcasts or Google podcasts to hear the full episode.







Jenny



Angie Best



Kelly

Listen to the full episode at podfollow.com/hotmessmums



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



NOVEMBER'S SHARE TO WIN WINNER ANNOUNCED

This month, our share to win #myswankitchen winner is... @the_purkis_pad

Natalie, Martin and Amelia showed off their **Swan Powerspeed Upright Pet Extend Vacuum** in front of their gorgeous frosty silver and pink styled Christmas tree. The Powerspeed vacuum is perfect for picking up those loose pine needles and stray bits of tinsel this holiday season. The Petmaster brush roller tool is great for picking up extra bits of dirt and pet fur from hard-to-reach areas with its swivel steering. Thanks so much for sharing with us guys, your new Swan product is on its way to you!

If you want to be in with the chance of winning, simply snap a picture of your favourite Swan product in its home and post the picture to Instagram. Don't forget to tag @SwanBrandUK and hashtag #myswankitchen to enter the competition. Every month we'll randomly select a winner to receive a similar product to match the one in your home! It's that easy, so why not get sharing to win?



LIVERPOOL LIVE RADIO: PETE PRICE CHATS TO THEATRE PRODUCER BILL ELMS THIS PANTO SEASON

On a recent Pete Price podcast episode, Pete had the chance to sit down with Bill Elms from The Epstein Theatre. Now the Artistic and Communications Director, Bill mentioned how happy he was to be back in the Epstein Theatre (previously the Neptune Theatre) this panto season because of its rich history of Liverpool pantomimes.

The two chatted about Bill's career in theater, from the young age of 18 right through to today, the history of The Epstein Theatre and how the Liverpool theatre continues to thrive. To listen to the full episode, check out the Pete Price Podcast on **Liverpool Live Radio**, Apple Podcasts, Spotify, Amazon and Google Play.

MEME OF THE MONTH

Maybe the recipe of the month can help us when we're hangry.

When he finds out all you needed was food to get rid of that attitude



GATSBY
COLLECTION
INSPIRED BY THE ROARING 20s

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SPOTTED: SWAN RETRO PANS ON THIS MORNING

Last month we were watching all kinds of cookery shows to find the best ideas for Christmas dinner, when we spotted a Swan Family favourite on This Morning. The Hairy Bikers gave a cracking demonstration for a Christmas Traybake where the pair made their 'lazy person's Christmas dinner' using our stunning **Red Retro Pan** set for the stuffing mix and gravy.

These versatile pans have a ceramic non-stick inner coating for an easier clean and you don't need to use too much oil which is great for healthier cooking. The soft touch, stay cool Bakelite handles makes them comfortable and safe to carry around the kitchen. We're so happy to see This Morning using more of our products as they've previously shown off our Retro Slow Cooker and the best-selling Swan Garment Steamer. We'll be keeping our eyes peeled for future episodes, wonder what they'll feature next?



OFF TO THE RACES

Our amazing team work hard all year around to create designs for life and #welovewhatwedo so we sent the Swan team to the **Uttoxeter Races** to let of some steam and enjoy some bubbles. Cheers!

THANKS FOR THE SUPPORT FROM BHETA

The British Home Enhancement Trade Association helped us celebrate our 90th Birthday with a heart-warming **article about our Black Friday event**. It was our biggest Black Friday yet and as there's so much going on around that weekend, we really did

get our thinking caps on for an out-the-box experience we'll all remember. Thanks so much for celebrating with us in this journey BHETA!



TOM'S GUIDE 'BEST KETTLE FOR COMFORT' COOKSHOP

We're so pleased to be featured in **Tom's Guide Best Kettles** in 2021. The Nordic Kettle was praised for its reasonable price tag, attractive design and of course the soft touch handle making it the most comfortable on the list. We love what we do, and we love to hear reviews so we can continually improve the way we design and manufacture our products. Thanks for the shout out, Tom's Guide!



SWANIFY WRAPPED 2021

It's that time of year, edging toward New Year and just waiting for the moment Spotify drops a round up of your year in music... Well, we were so excited, we decided to make our own – **The Swanify Wrapped**. Check out our best-selling product, most liked food post, best-selling range and more with some funky designs from our marketing team! #welovewhatwedo

MOST LIKED MEME

Me complaining that I have no social life when in reality I love staying at home and not talking to anyone for several days in a row



2.8K

BEST SELLING PRODUCT

SWAN PORTABLE GARMENT STEAMER



#SWANIFYWRAPPED

SPOTTED: SWAN RETRO PUMP ESPRESSO MACHINE

We can't help but nose at people's homes and kitchens when we're binge-watching our favourite shows. Last month we spotted this yellow beauty in the background of Coronation Street. Our **Swan Retro Pump Espresso Machine** is a great addition to any coffee-lover's kitchen and with a whopping ten colours to choose from, you can match your appliances for that co-ord vibe or add a splash of colour to a more neutral palette with a statement like this yellow number.



QUIZMAS ZOOM

Like many of us, Zoom has become such a pivotal part of how we work now. From meetings to catch ups and presentations. But it doesn't have to be all work and no play, we decided to use Zoom to connect all our team members in an online SWAN-MAS Quiz.

Supporting Alice Charity, we all dressed up in festive jumpers followed by a donation on their Just Giving page. It isn't Christmas without a quiz, and it was lovely to see all our Swan Family faces in one place.



THE FUTURE OF HOUSEWARES

Last month our Housewares Manager, Veronica Davidson and Director of Marketing, David Foulstone headed over to Blink studios to discuss all things housewares. Blink are content creators who work with us to create the stories we're telling with our amazing products. We look forward to seeing some of their ideas pop up in the future.



John Soonaye @JohnSoonaye · 7m
Ever wondered what over £1,000 worth of @SwanBrandUK goodies (for winning a @OneMinuteBriefs prize brief) looks like? Well, wonder no more! Here's the fab prize I won (+ there's a pan set still on its way)!! 🤔🤔🤔 I'm absolutely delighted! Thanks @SwanBrandUK & @OneMinuteBriefs



ONE MINUTE BRIEFS WINNER

John Soonaye was absolutely delighted to receive £1,000 worth of Swan goodies for winning our One Minute Briefs prize last November. He shared his monumental prize with us on twitter. So just in case you didn't know, here's what over £1,000 worth of Swan products look like! Amazing.

NORDIC COLLECTION

Shop Now



SWAN: DESIGNED FOR LIFE, NOT JUST FOR CHRISTMAS

Unveiling our Christmas advert each year is one of our favourite moments. With everything that's happened over the last two years we were excited to share some magic moments that matter – being surrounded by family.

From morning to evening, Swan is a part of everyday life. Whether that's fresh tea from the vintage Teasmade, Christmas tunes blurring out from the Retro Radio or bubbling pots on the stove. Swan is designed for life, for real life memories and we hope you shared some wonderful moments with your loved ones this Christmas.



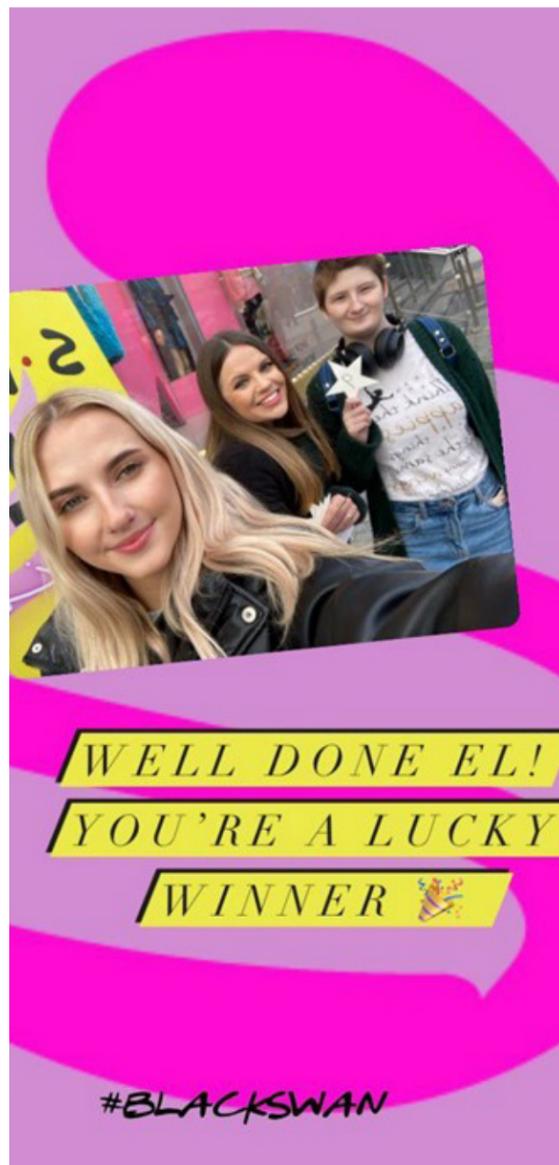
BLACK FRIDAY GIVEAWAY

London Winner



To celebrate our Black Friday event and turning 90 we sent our team across the UK for some location giveaways! Holly and Beth kicked off the tour with some teasing clues and landed in Leicester Square for the London leg of the tour. They went live to share some amazing prizes with 10 lucky winners.

Birmingham Winner



Next up, Jade and Meda headed to Birmingham to surprise 10 more winners with some fantastic prizes. Kayleigh got her hands on our Retro Radio and Gemma was thrilled to swipe a gorgeous Slow Cooker. Where did they head to next?

Liverpool Winner



Emma and Meda teased their location throughout the day on our socials and got an amazing response from our Liverpool fans. They finally settled in Liverpool One to share our products with 10 more happy winners. We were thrilled by the response from all our locations and couldn't wait to share our Black Friday Deals with everyone this November.

KINGSWAY POWER NETBALL CLUB

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!



SUDOKU

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

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

WORDSEARCH

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

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

Answers

Christmas, Crackers, Decorations, Tree, Family, Friends, Gifts, Manger, Nativity, Merry, Santa Claus, Jolly, Scrooge, Presents, Grinch, Jack Frost, Angel

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