

# THE SWANDAY TIMES

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Come Dine With Me

AMAZING SOCIAL GROWTH

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Veganuary

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Share to Win

GET TO KNOW EMILY

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Swan in Cyprus

SPOTTED: JAMIE OLIVER

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## CARLTON RANGE HITS HOME BARGAINS SHELVES

SWAN'S NEW RANGE EXCLUSIVE TO HOME BARGAINS IS AVAILABLE TO BUY ONLINE AND INSTORE NOW

We've been so excited about this it's been hard to keep it under wraps! Finally, we can introduce our brand-new Carlton Range, exclusive only to Home Bargains. The first Swan range to feature rose gold accents, and trust us, it looks amazing! We're thrilled to see the range hit the shelves in store and it's also **available online!**



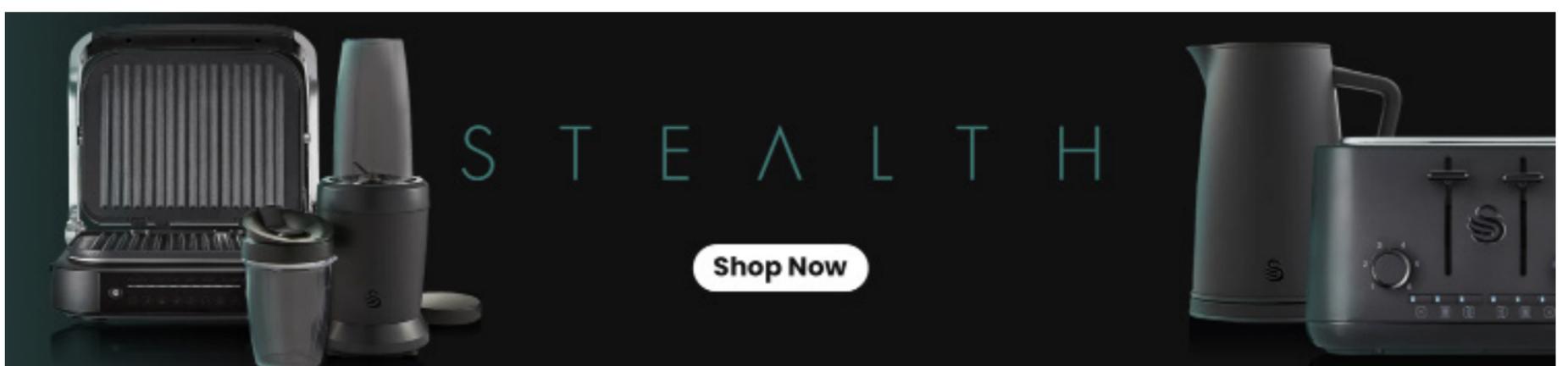
## HAPPY NEW YEAR

As you know we love the holiday season and always begrudgingly take down the decays as the festivities come to close. It was wonderful to spend the end of 2021 around family and friends, ringing in the new year with smiles on our faces and twinkling fireworks in our eyes. But as the decays come down, the dust settles and the new year rolls in its time to look forward to what the new year has in store. From everyone at Swan Brand, we want to wish you all the best in 2022.

2022

HAPPY NEW YEAR

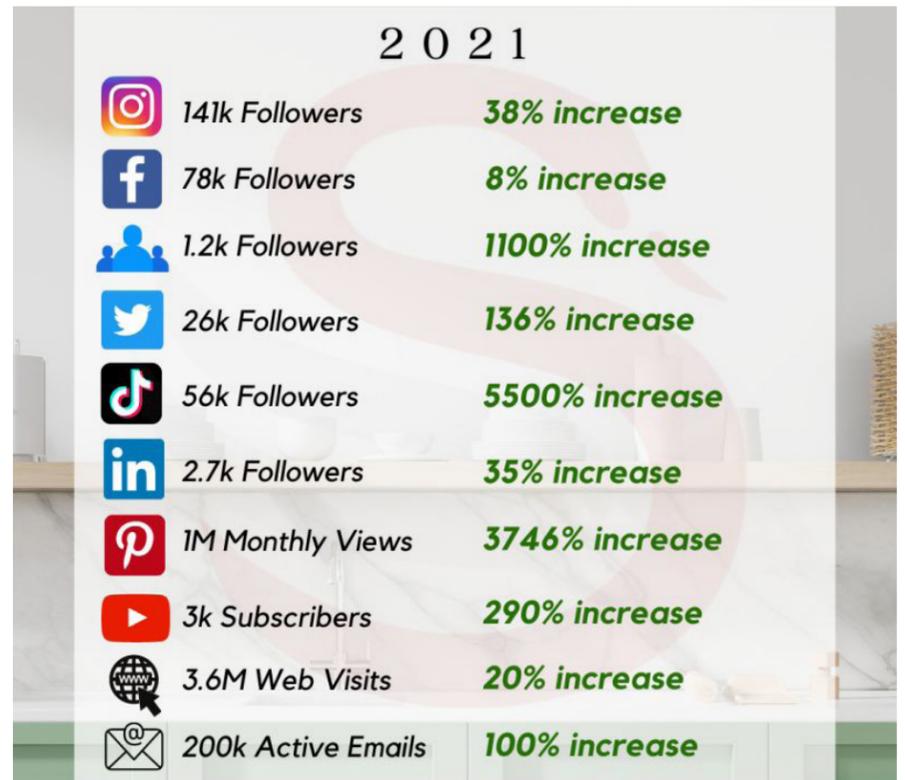
LOVE THE SWAN TEAM



# SWAN BIG FAMILY REACHES NEW HEIGHTS

As you know #welovewhatwedo and creating a big, welcoming community for all our Swan family and friends of the brand is always our top priority. We love finding you the best recipes, interior trends and cooking tips on our **Swan Big Family blog**. As well as sharing with you behind the scenes moments, business collabs and meet the team posts so you can feel connected to our journey as a company.

This year we've reached new heights on our socials with 26K followers on Twitter, 78K on Facebook and 141K on Instagram. But our biggest achievements are breaking the 1 million monthly views on Pinterest and the massive support we've had for our new **Swan Big Family Facebook Group**. We love hearing from you, seeing your posts, reels, stories, ideas, hacks, tips and tricks around the home, and we're just so happy to be able to create this massive community with all the lovely people that believe in us. #welovewhatwedo #designedforlife.



# FEEL GOOD NEW YEAR'S RESOLUTIONS

It's that time of year again where we reflect on what makes us feel good and the areas we need to improve. After the past two years we've had, we've decided it's time to focus on ourselves in the best ways we can. That starts with making anti-resolutions. Committing to quitting something that's getting you down, getting in the way of your happiness or having a

negative effect on the way you feel is a sure-fire way to feel lighter, brighter and happier this year. That includes stopping saying yes to everyone! Stopping procrastinating and giving excuses. Head to our **post for more feel-good resolutions** to make this year.



# JANUARY HEALTH KICK WITH SWAN

As our new year's gift to you we've created a guide to help you through that all-important January Health Kick. As of January 1st, it's time for us all to rein in the selection boxes, picking at leftovers and overindulging on festive drinks. We've compiled a list of the **best Swan products to help you in your health kick journey**. Because not only is this the time to decide on a new you attitude, it's also the time to enjoy yourself while doing so!



## GADGETS YOU NEVER KNEW YOU NEEDED

If those clean-living ideas weren't enough, we put together a mini guide of some **Swan gadgets you never knew you needed**. There are so many ways to save time and energy when you're back to the busy life in January and these top gadgets can make cooking easier, faster, and tastier. You can step into 2022 with a new, improved, helpful kitchen set-up without skimping out on quality.

## COME DINE WITH ME NOSTALGIA

As we roll into a new year, we always get nostalgic about the many achievements we've made over the years. This year we looked back to the Come Dine With Me range we collaborated with ITV to bring to our Big Swan Family. In our recent **behind the scenes post**, we regaled our journey from the idea sparking, to product development, design and branding, right through to the finished

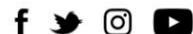
products. The range came about when Swan set to relaunch 11 years ago and the collaboration really set Swan on the right path to become the massive brand it is today. Proud of how far we've come! Stopping procrastinating and giving excuses. Head to our post for more feel-good resolutions to make this year.



### COME DINE WITH ME

BY **Swan**

THANK YOU



[www.swan-brand.co.uk](http://www.swan-brand.co.uk)





**Powerful Suction**

A new range of cordless versatile vacuums with the latest technology to make cleaning your home as simple as can be.

**SHOP NOW**

# VEGANUARY REVOLUTION

Welcoming in the new year with fresh resolutions and the space to make change shows us just how adaptive we can be when learning to better ourselves. This year we've been thinking about positive ways to increase mental and physical wellbeing and that starts with Veganuary. This month we **compiled a guide to**

**Veganuary** with tips on the best substitutes, healthy and fast-food options available at the moment, and some of our new favourite vegan recipes. Making bold changes to the way we eat can really make an impact on the world so why not join the vegan revolution?



# BISCOFF INDULGENCE

The thing about a balanced diet is that you still get to indulge on something sweet every now and then. This month we've brought to you our top three Biscoff recipes, the type to make you go mmm.

Head to our **Biscoff recipes blog** to learn all about this delightful, caramel-y concoction. Then it's time to get creative and share your inventions with us in the **Big Family Facebook group!**



# RECIPE OF THE MONTH

This month's winning recipe is a warming **vegan Mushroom and Bean Chilli Non-Carne**. Perfect for Veganuary. Picture courtesy of [@tenderlyvegan](#).

## INGREDIENTS

- 300 g button mushrooms
- 400 g tin chopped tomatoes
- 400 g tin black beans, drained
- 1 tbsp ground coriander
- 1 ½ tbsp smoked paprika
- 2 tsp dried oregano
- 1 ½ cups vegetable stock
- 200 g Swiss brown or portobello mushrooms
- 1-2 tsp dried red chillies, finely sliced and seeds removed
- 2 tbsp olive oil
- 1 onion, diced
- 1 small red bell pepper, diced
- 2 carrots, peeled and diced
- 2 tbsp ground cumin
- 2 cloves garlic minced
- 2 tbsp soy sauce

## METHOD

1. Get your saucepan on medium to low heat. Oil the pan and add the onions, bell pepper, carrots and a pinch of salt. Gently cook for 10 minutes until the onions are golden and the carrots are softened.
2. Dice the mushrooms into relatively small chunks. OR do it the cheats way with the grater attachment on a food processor.
3. Bring the heat up to medium-high and add the mushrooms in batches so they have time to cook down. When the mushrooms are soft and lightly caramelised, add in the next batch. Repeat until all the mushrooms are cooked.
4. Next up add the spices, chilli and garlic. Stir well to coat everything until fragrant. Meanwhile place the soy sauce in a jug along with the vegetable stock and whisk until combined. Pour in and let it all soak up for a minute or two before adding the tinned tomatoes and beans.
5. Move your pan to the smallest ring on your stove, cover with a lid and cook on the lowest heat setting for 1 hour, stirring every now and then to make sure it's not sticking.
6. Taste and adjust your seasonings as necessary!

Spice tolerance is different for everyone, and this is a fairly mild recipe, but you can crank up the heat with chilli powder or more of those fiery dried chillies. This Chilli Non-Carne is perfect over rice, jacket potato or Nachos with your favourite guacamole recipe.



# MEME OF THE MONTH

We'd like to call it the doldrums, but it really is a chaotic time of year.



Me whenever I think about my account balance between now and January pay...







The perfect solution for deep cleaning throughout your home

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# DECEMBER'S SHARE TO WIN WINNER ANNOUNCED

Drum roll please... this month's share to win #myswankitchen winner is... **@ruth.n.mcmullen!**

Ruth showed off her blue matching retro set on the gram this Christmas. Sparkling atop her gorgeous wooden surface tops. Congratulations Ruth!

If you're ready to snap, share and win, don't forget to tag @SwanBrandUK and hashtag #myswankitchen to enter the competition. Every month we randomly select a winner to get a similar product to match the one in your home! It's that easy, so why not get sharing to win? Get snapping!



# MEET THE SWAN TEAM: GET TO KNOW EMILY

This month we sat down with Emily to learn about her, the role she has at Swan, plus some silly questions. First up we got chatting about her role and responsibilities as a Junior Merchandiser, she said it's all about "data manipulation, pulling reports and analysing the patterns in which stock sells to predict/forecast what we need to purchase more of- and responding to various queries via email."

Her favourite product is the **Swan Teasmade**. Her music guilty pleasure is The One and Only by Chesney Hawkes as it was the first song she learned the words to as a kid. Her favourite weird food combo is dipping McDonald's fries into strawberry milkshake. We had a lovely chat, and you can **learn more about Emily on our blog.**



Meet The Team

EMILY BROWN

Junior Merchandiser

**TRIBECA**

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

**SHOP THE FULL COLLECTION**

# THE MOTHER OF ROCK AND ROLL ON THE HOT MESS MUMS PODCAST



For their last episode of the season, the Hot Mess Mum's rounded up the 'Best of 2021.' The gals took a stroll down memory lane of all the amazing, humbling and inspiring Mums they've had on the podcast over the past year with snippets of their favourite conversations.

Kerry Katona opened up about a traumatic childbirth. Hot Mess regular, Jess Cunningham shared how she danced her baby onto planet earth. Davinia Taylor talked on her sobriety and keeping her brain super healthy, so she never has to grab a glass of alcohol. Angela Griffiths on breaking into presenting but ultimately following her passion for acting. But the real 'pinch me'

moment for the Hot Mess Mums was the mother of Rock and Roll, Jo Wood. The blonde bombshell shared her life as the wife of a Rolling Stone. She shared what it was like touring with the band and keeping Ronnie Wood in check. Jo recounted dropping the kids at school only to go home to sleep then wake up ready to pick them up again. Telling the Hot Mess Mums what it was really like behind the scenes of a rock and roll life. She is a warm, lovely and aspirational woman.

For the full episode, find the Hot Mess Mums Podcast on Spotify, Apple Podcasts or Google podcasts. It's the perfect listen to ease into the New Year.



## SANTA'S LITTLE LIVE RADIO HELPER

Last month we saw Marie walk away with a fabulous bundle of Retro and Stealth range products for the weekly draw at Liverpool Live Radio. A perfect treat right before Christmas! Marie was gifted the **Retro Slow Cooker** in blue, the gorgeous green **Retro Espresso Machine** and of course our **Bluetooth Radio**. Enter every week for a chance to win a similar bundle of Swan Products, [visit the Liverpool Live Radio website for details.](#)

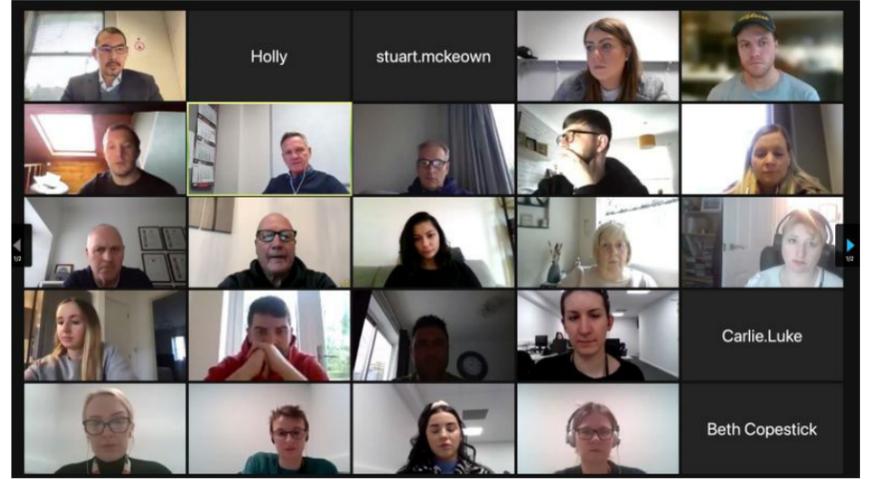
### NORDIC COLLECTION

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# JANUARY TOWNHALL MEETING

We were so excited to get back to what we love and part of that was bringing the whole team together for a Townhall meeting on Zoom. Catching up on the business, team achievements and overall successes. It's great to be getting stuck right back in after the break and we're ready to take on another incredible year. Bring it on!



# SWAN SHIPS TO CYPRUS

A couple of years ago Puro, a large provider of electronics accessories and gadgets in the Greek marketplace, contacted the Sales Department at Swan to discuss a collaboration. There was some back and forth for a while about how to ship our products to the Mediterranean island, then the idea fizzled out. A year later, we got back in contact and decided to give it a proper go. Now, we have stock sitting on dedicated gondolas across 8 Cyprus stores! To read all about our journey with Puro and Public check out our **detailed post on the Swan Cyprus journey**.

# THE SWAN BIG FAMILY IS BIGGER THAN EVER



## Swan Big Family

Public group · 1.2K members

Joined

About Discussion Featured Topics Events Media More



We're over the moon to see how much our online Facebook community Swan Big Family has been growing. We started Swan Big Family just a year ago to connect with our customers and have continued to engage with our Swan family ever since! It's fantastic to see our customers interacting with each other,

whether that be through sharing recipes and tips, pictures of their #myswankitchen or generally supporting one another. We strive to create a positive space where our customers feel as if they are part of an online family, and we can't wait to see how our family grows over the next year.

# ANOTHER SMASHING MILESTONE

We've loved all the interaction from our Swan Big Family over the years and this year our Pinterest account reached 1 million monthly views! A massive milestone and we're so glad to be part of your mood boards and wish lists because our products aren't just designed for life. They're designed for real life.



**Swan Brand UK** ✓

swan-brand.co.uk · @SwanBrandUK · The Official Swan Brand UK page 🇬🇧

1k followers · 51 following

1M monthly views

# #WELOVEWHATWEDO

You know we love connecting with our community and we're so proud of our brand its always a delight to see our products in the wild. Recently our amazing customer service team took a selfie with our mulled wine urn at a local pub. You love to see it. Thanks for the amazing picture, Gemma and Carlie!



# SPOTTED: JAMIE OLIVER SHOWS OFF NORDIC RANGE

Another recent spotted moment was while watching an episode of Jamie Oliver's Together programme. You can find this exact **Nordic Style Cordless Kettle** in Cream to match Jamie's kitchen aesthetic. The stainless-steel body and wood effect handle creates a sense of functional but stylish simplicity. Keep your eyes peeled and send us your Swan spots to the Swan Big Family.



# KINGSWAY POWER NETBALL CLUB UPDATE

The girls have been working so hard this year already and a massive congratulations to the U14s and U16s who finished the Cheshire County Leagues as winners! Now qualifiers to the NW Regional League. There was an amazing start to the Greater Manchester County League for the U11s with 22-12 against the Oldham Team and with the 18-16 win against the Wilmslow U12s, they're through to the third round. Keep smashing it girls, we love to see it!



## SUDOKU

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

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

### Answers

Batter, Mixing, Oven, Ingredients, Recipe, Flour, Sugar, Baking Powder, Milk, Vanilla, Extract, Chocolate, Strawberry, Frosting, Fondant, Teaspoon, Cups, Cake, Pan, Cookies, Scales, Eggs, Timer

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

## WORDSEARCH

There are 23 hidden answers to be found, reading in any direction, in the word search grid.

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