



THE SWANDAY TIMES



IFA BERLIN 2022

Swan's time at IFA Berlin is complete and what a show it was! IFA is an inspiring trade show for consumer electronics and home appliances and we love to showcase our products there each year. After missing the last two years, the Swan team were looking forward to getting back to Berlin and had an amazing time sharing all of our favourite Swan products over a wonderful week in the heart of Germany.

It was a fantastic opportunity to network with people from all around the globe and meet up with our connections from across Europe. The team got to meet so many new people and show them our wonderful range of products too, opening doors to reaching more of Europe with our amazing kitchen and cookware.

It was an incredibly successful few days and we want to say a huge thank you to everyone that came to see the team on our IFA stand.

To see some highlights and behind the scenes footage from the show, head over to the Swan Brand LinkedIn and TikTok pages.



This month's edition features:



Autumn Night In



Hot Off the Press



Toast Toppings!



Swan Big Family

Cosy Autumn Night In

It's officially Autumn and we are ready. We can't think of anything more appealing right now than a cosy Autumn night in; the warm smell of pumpkin spice in the air, the soft melt of marshmallows bursting in your mouth, and Harry Potter on the TV - bliss.

This month we compiled together seven steps to set up the perfect autumn night in with inspiration for all whether you're a book-worm, film nerd, foodie, or all of the above!



Sweet Stacked Mini Pancakes

Who says that pancakes are only for February? In fact, our friends across the Atlantic celebrate National Pancake Day on 26th September and that's good enough for us to enjoy some delicious fluffy sweet treats. Our recipe of the month are these **Twirl Caramilk Pancake Stacks** from @mrsbfoodblog on Instagram - how good do they look!?

Ingredients:

- 40g porridge oats (blitz)
- 2 eggs
- 3 tbsp fat free yoghurt
- 1 tsp baking powder
- ✪✪ Vanilla essence

Pop approx. a table spoon of the mixture into a pan on a low heat and leave to cook until golden brown!





Sales Meeting

As with every month, the Swan team met to discuss all things sales for the month before. It was an insightful and successful discussion about August's sales.

These monthly meetings are an important part of our company's growth, allowing us to continue to build strong relationships and communication across departments.



Hot Off the Press



We've had some amazing press on our products in recent months. In particular, our bestselling Nordic grey range has been getting the attention that it deserves. The 'sleek and elegant matt grey' Nordic kettle and 2-slice toaster have been included in a round-up of the best kettle and toaster sets in an Evening Standard article! Not only that, but our fabulous kitchen essentials included our Nordic canisters too as a bonus for 'the perfect addition to the set'.

Another star performer is our Retro One Touch Espresso Machine - and rightly so. Not only have Ideal Home rated it four stars and branded it the best for value and retro style, it has been quoted as being 'one of the best espresso machines for students heading off to college / uni' in TechRadar. The lovely Homes Editor from TechRadar visited us whilst we were at IFA and gave a glowing review of our Retro One Touch Espresso Machine. Her favourite colour was sky blue - great taste!





A Toast to Our Twitter Followers

Twitter is the gift that keeps on giving – and so is toast apparently! At the start of September we tweeted asking our followers what they think the best thing they can put on toast is and 107 replies later we can safely say that people are very passionate about toast!

We'll leave some of the more peculiar answers to your imagination but some of the most popular answers were peanut butter, baked beans, marmite, cheese, and a whole array of fruit jams!



Swan Brand
@SwanBrandUK

Apart from butter, what is the best thing you can put on toast? 🍞

Kettle Savings Meme of the Month

As the brand that brought you the first electric kettle, this month we've got our kettles to thank for saving us hundreds of pounds...

This meme really cracked us up in the Swan office so we had to share it with our community so that they could have a laugh amongst the tears – even the lovely Laura Whitmore, who has our fridge-freezer, liked it!

Me after the savings from my new kettle.



"But first, coffee."

📷 photo by @klk.interiors



Swan Big Family

If you didn't know already, we have a Facebook Group dedicated to our Swan Big Family. We value our community and created this space for people to share their Swan stories and to discuss products together. We often start conversations too with thought-provoking or fun questions, which everyone loves to get involved with and we love reading everyone's answers.

With soup season swiftly upon us, we asked our lovely big family what their favourite soup is and we received a whole host of answers ranging from your classic tomato, and leek and potato, to French onion soup, lentil and ham, and even a cauliflower cheese soup!

If you'd like to be a part of our Swan Big Family, follow this [link](#) to join and get stuck in with a discussions and even ask your own questions! Bonus: this group also has exclusive giveaways just for its members...



Swan Big Family >

Public group · 2.0K members

Kingsway Power Netball Update



Kingsway Power Netball had a fantastic weekend at the start of the month at the Nottingham Tournament. Their U11s, U12s, U14s and U15s were all winners and their U13s came runners up. We are beyond impressed and proud of all of the players and coaches on what they have achieved.

And if you want to keep up to date with all things Kingsway Power Netball Club, follow them on Instagram [@kingswaypowernetballclub](#).

HANDHELD STEAMER
NOW BACK IN STOCK





WORDSEARCH

There are 10 hidden answers to be found related to this issue, reading in any direction, in the wordsearch grid below.

C F L E M I N P R E S S A W X
 H B E R L I N E S C E F W D J
 T E T M K A H R C P L A C P B
 S M C S T D R T C Q R N U M I
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SUDOKU

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

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1		3						2
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ANSWERS

Berlin Kettle Toast Family Autumn Pancakes Steamer Netball Press Meeting

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