



# THE SWANDAY TIMES



## CONNECTING WITH THEO PAPHITIS

It's been a busy old month again for the Swan team across all departments. Harry Thomson and Debbie Jackson from the Sales team did what they do best and showcased our amazing Swan products at the Hilton Birmingham Metropole this month for the Robert Dyas conference. Our lovely Managing Director, Rob Wileman, also joined them in what was a really successful day.

It was great to catch up with Theo Paphitis whilst at the conference and chat about the success of the event. These events are a huge part of what we love to do, and it's great to be able to both network and showcase our products.



This month's edition features:



Spooky Night In



ERT Awards



#SpookySwan Competition



We're in Asda!



# Spooky Season Top 10 Films

With the cold, cosy nights abruptly upon us, it's the perfect time to settle down with a steaming hot cup of chocolate and an array of snacks to watch a spooky or cosy Halloween film.

Over on the [blog](#), we rounded up the top 10 Halloween films to enjoy, split into horror films and more fun, cosy watches.

Of course, movie night wouldn't be complete without snacks and the perfect set up. We suggest eating all of the popcorn and trying one of our Halloween recipes, such as *air fryer bat nachos*, and gathering together all the blankets and fairy lights to make this a truly cosy movie night in. Most importantly, phones must be off.



“

*“But you know, happiness can be found in the darkest of times, if one only remembers to turn on the light”*

*- Harry Potter and the Prisoner of Azkaban*

”

## Recipe of the Month

We've been loving all things Halloween in the office this month, including adding a touch of the spooky season to food and drinks. Whilst not a recipe per se, how incredible and absolutely delicious does this spooky take on a cheese board look!? This is definitely one to save for next year's spooky season and can also work as great inspiration for Christmas festivities this year, swapping the bat, leaf, and ghost cookie cutters for snowmen, stars, and even Santa!


Cheese board details:

A variety of cheese – cracked black pepper cheddar, brie, edam, spicy chill cheese, baked camembert

A selection of crackers

Breadsticks and hummus

Grapes and pomegranate

 Olives

Sundried tomato and chilli pesto

Selection of Italian meats made into a rose

Image and inspiration from @itslittlelauren





# ERT Conference and Awards

11/10/21 12:11

At the end of October, we were invited to attend the ERT Conference and Awards Ceremony down in London at the beautiful De Vere Grand Connaught Rooms. Our incredible high performance Stealth Range was up for SDA Best New Product – Small Domestic Appliances. We are so proud of all of our products and were delighted that this à la mode range, perfect for the modern kitchen, was getting the recognition that it deserves!

Whilst we didn't win, we were honoured to be in a room full of like-minded people from the industry and even hear from Dominic



## Swan's TikTok Account gets that All-Important Blue Tick ✓



@swanbranduk



860  
Following

120.1K  
Followers

1.6M  
Likes

Message



Designed For Life





# Let's Get Steamy: Swan x I Sexted My Boss Garment Steamer

This month, we launched the eagerly anticipated Swan x I Sexted My Boss Garment Steamer in a gorgeous, deep, on-brand red colour (see right image). We love listening to Jordan North and William Hanson's *Help I Sexted My Boss* podcast, which never fails to make us laugh, and their love for our garment steamer meant that it was a no-brainer to team up and create a luxurious garment steamer in this brilliant collaboration.

Over on our Instagram page, we collaborated on a giveaway with the podcast to give five lucky followers one of these luxurious garment steamers with almost 5,000 entries!



This portable steamer offers continuous steam action at the press of a button, removing the toughest of creases in no time. It's ideal for a variety of fabrics and the jet steam option is perfect for removing even the most stubborn creases. The Swan x Sexted garment steamer can even be used for both upright steaming and flat ironing. Featuring a ceramic coated steam panel for high-performance steaming, the lightweight and compact design makes it comfortable and easy to use even for those with reduced movement. Get yours [now!](#)





# #SpookySwan Competition

We've been running a fun and spooky Halloween competition across Instagram and TikTok this month. **#SpookySwan** involved our lovely community snapping a picture, reel or TikTok video of their Swan products in a spooky setting, with the best entry receiving a £500 voucher to spend on Swan products.

We've loved seeing everyone's entries and how

creative the Swan family have been with their spooky creations. From skeletons frying up chips in their Swan deep fat fryer to ghoulish pumpkin soup in front of a Nordic microwave, our followers have kept us entertained with their fa-boo-lous entries!

See below for some of our favourite images so far and search **#SpookySwan** on Instagram and TikTok for more.



## #MySwanKitchen Winner Announced

**Our share to win #myswankitchen winner is...  
Sheila posted by @sheiladorkings**

We're delighted to announce that our September share to win winner is Sheila who shared this lovely picture of her husband's Swan Retro Espresso Machine! We hope you both love it as much as we do as well as your chosen prize of the Dirtmaster Carpet Cleaner!

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 home. Post the picture on Instagram tagging, @SwanBrandUK and **#MySwanKitchen** to enter. It's that easy! What are you waiting for? Get sharing to win!





# Swan Spotted in Asda

**Products from our Scandinavian-inspired Nordic range are now available in Asda stores throughout the UK!**

Swan products have been spotted in numerous Asda stores this past month. A range of products from our Nordic range, including our Nordic 2-slice toasters, 1.7L Nordic Kettle, and 20L Nordic Digital Microwave, are available in select Asda stores throughout the UK. You can now do your big shop and kit out your kitchen with some fabulous new Swan products at the same time!

If you spot any Swan products in your local store, we'd love to see a picture! Tag us in your pictures or DM us a snap on social media.



## Kingsway Power Netball Update



The girls at Kingsway Power Netball club have had a smashing month! Some highlights include the U15s beating Wilmslow 48-19 in the Cheshire Junior League, and the U13s and U12s smashing it in the Sisters n Sport Cup, where they both defeated their opponents.

The club have so many more things to be proud of this month, and we are beyond impressed and proud of all of the players and coaches on what they continue to achieve.

And if you want to keep up to date with all things Kingsway Power Netball Club, follow them on Instagram @[kingswaypowernetballclub](https://www.instagram.com/kingswaypowernetballclub).







# October is Breast Cancer Awareness Month

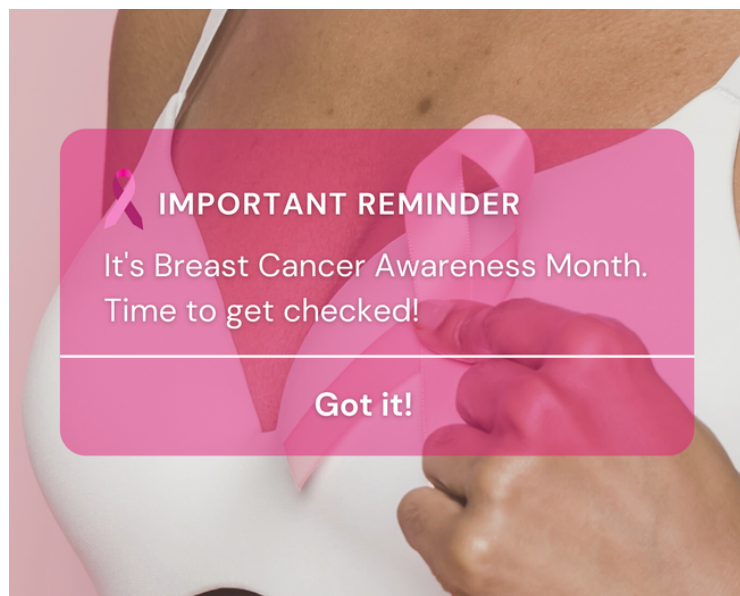
This month was Breast Cancer Awareness Month, where people all over the world get together to show support for those affected by breast cancer. Breast cancer is the most common cancer worldwide. According to breast cancer charity, Breast Cancer UK, 1 in 8 women in the UK will be diagnosed with breast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

The earlier that 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 that people can support Breast Cancer Awareness Month. 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.





## WORDSEARCH

There are 8 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 J H O S T A W X  
 H E S E E H C 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  
 P E L C O R R G L L E E J K L  
 O S L E W H O D S A M T A C A  
 O S L O F A G I T A A Y U E V  
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## SUDOKU

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

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			5	6		1		7
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## ANSWERS

Asda Stealth Nordic Steamer Spooky Cheese Podcast Ghost

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



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