



LIFESTYLE BUSINESS SOCIAL COMMUNITY

THE SWANDAY TIMES

“ALEXA,
TURN ON
THE SWAN!”

SUCCESSFUL ALEXA KETTLE LAUNCH

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Swan socials have had a black and blue takeover for part of the month to launch the new Swan Alexa 1.5 Litre Smart Kettle. The launch has been an incredible success, representing a major breakthrough in kitchen technology. Users are able to simply ask Alexa to "turn on the Swan", or whichever command they prefer, and get their water boiling in no time. With its voice activation feature and connection to the Alexa app, users no longer need to lift a finger in the prep for a brew, making it the perfect addition to your morning routine.



The kettle has had a great reception across social media with a combined reach of over 1.5m! Issy on Twitter wrote *'this can't be real? Absolute game changer in the mornings'* and Casey on Instagram said *'why do you guys have the BEST products?!!!!'*. Many users have received their kettles and set up their own routines, including the alarm goes off, the kettle is switched on, the news is read - now that's one great way to get up in the morning!

This would be sooo useful when we need to make the baby's bottles! - Naomi on Twitter

Spring Fair Returns

Our Marketing and Sales reps had a fantastic trip to Spring Fair this month - it was great to see Townhouse on display and catch up with the lovely Queen of Clean herself, Lynsey Crombie!

The visit gave us some truly inspiring ideas for 2023 and it was interesting to see similar colour schemes showcased at the show coming through for the year ahead.



Pancake Cereal is the New Delicious Breakfast Trend that You Absolutely Need to Try!

Shrove Tuesday (Pancake Day) might be the one day a year that is universally loved all across the world. The tradition of eating as many pancakes as you want is something to look forward to and people like to experiment with creative recipes. Some people like bananas on their pancakes, others like lemon and sugar, with another popular choice: chocolate spread.



There are also 'experimental' choices too, such as coconut cream, spiced pumpkin, and a cinnamon rolls inspired dish. However, there is one trend on social media that is making people's mouth water. Shared by The Naughty Fork on Instagram, she has introduced her followers to the idea of pancake cereal – if you ever wanted to make your breakfast that little more sweet and indulgent.

This trend makes it more than acceptable to eat an entire bowl full of mini pancakes,

drowned in whatever topping you fancy – no matter how bizarre it could be.

This scrumptious idea is made up of small pancakes, fried in butter and served in a bowl with any topping you like.

The influencer shares how you can make your own bowl of pancake cereal. You mix your batter up as normal, before putting it in a hot pan in the shape of tiny circles. Make sure that one side is cooked, before adding some butter and flipping the pancake over so the other side can cook too. Once they're cooked, they will be good to eat, so chuck them into a cereal bowl and put whatever topping you like. Chocolate, bacon, and syrup are all fan favourites that would go with this delicious breakfast.


[READ MORE](#)

INDX Homewares 2023

We love showing up at events and trade shows to proudly showcase our Swan products. This year at INDX Homewares, Rob, Harry, and Geoff greatly represented the Swan name and showed off the brand new revolutionary Swan Alexa kettle. As expected, there were lots of people interested and the team struck up many inviting conversations.



Recipe of the Month

Cajun chicken and halloumi pasta by [@slimming.chris](#)

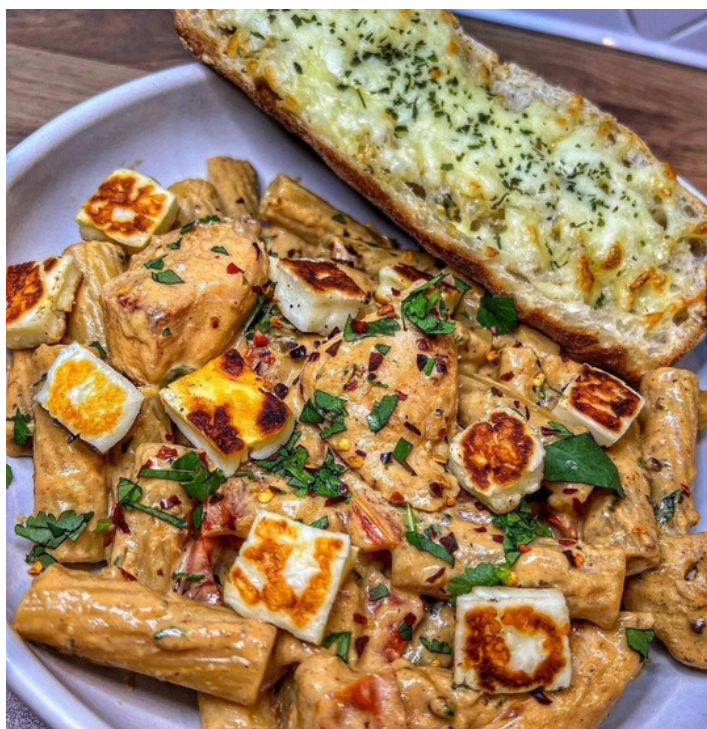
Ingredients

For two people:

- 340g diced chicken
- Cajun seasoning
- 1 red pepper
- 1 small red onion
- 2 cloves of garlic
- 120g Philadelphia light
- 100ml pasta water
- Halloumi

Method

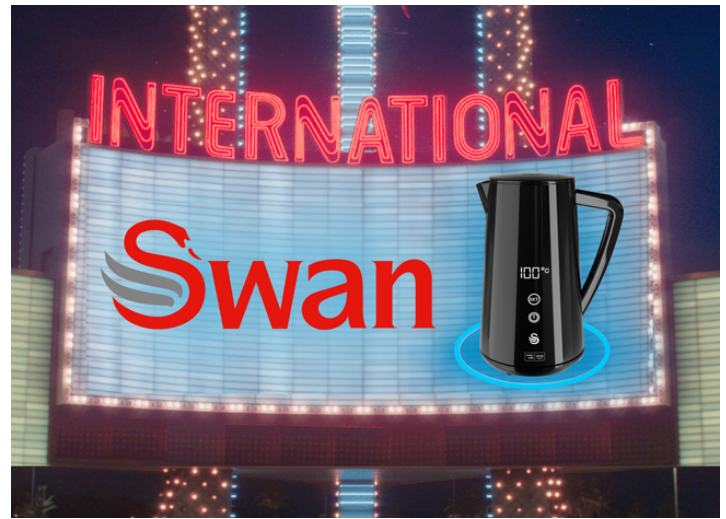
1. Fry off 340g of diced chicken in Cajun seasoning until cooked through and add into a bowl
2. In the same frying pan, add the pepper, onion and garlic and fry for around 10 mins
3. Put your pasta on to boil at this point
4. Add the chicken in with the veg
5. Add the Philadelphia and pasta water and stir for 2 minutes until creamy
6. Add in the cooked pasta and stir through
7. Before serving, dice up some halloumi and fry for around 2 minutes, flip them and leave for another 1 minute
8. Enjoy!



Viva Las Vegas! Swanning off to America...

As this is a special month at Swan HQ, with the launch of the Swan Alexa kettle, we're flashing back to the New Year with a reminiscence of the Alexa kettle proudly sitting on the Amazon stand, featured in the kitchen section at CES, at none other than the Venetian in Las Vegas!

Our Marketing Director reports that CES was buzzing with so many influential technologies



and global innovators; it was an honour to have the brand new Swan Alexa kettle featured in the Amazon booth. From the bright lights of Las Vegas to your home kitchen, being part of such an iconic tech event like CES really set off what is sure to be an incredibly successful year ahead for Swan.

Hot Off the Press!

After an incredible launch on Amazon and the Swan website, the Swan Alexa Kettle has been featured in the [Sun newspaper](#) with a review of the voice-activated kettle.

“TOTAL GAME CHANGER!”

The article raves about the technological advancement that has modernised most traditional routines with emphasis on its ability to set temperature to suit individual needs. It quotes, "it can heat a baby's bottle to a set temperature so new parents do not have to wait for it to cool down" and it's "able to recommend temperatures for drinks such as herbal teas". It's about time for everyone to ask Alexa to "get the teas in".



Four Hour TikTok Live!

This month we made waves with our first-ever TikTok live which was a huge success! It was an incredible experience, and everyone involved had a lot of fun.

The Swan team were beyond proud to have witnessed Senior Marketing Executive Emma Cork and E-Commerce Sales Director Katie Lindop totally rocking their debut live stream! Their dynamic duo energy was undeniable, and the feedback from everyone was overwhelmingly positive. This was the first step in the right direction for Swan breaking into TikTok shop and we anticipate great things from this collaboration.

A big shout-out goes out to the production team and the amazing team over at TikTok who helped make this possible – thank you from all of us here at Swan! Onwards to the next one...

[TIKTOK PAGE](#)

#MySwanKitchen Winner

We're delighted to share that our January share to win winner was Amy (@amydoyle89), who captured this lovely snap of her matching Tribeca kettle and toaster as part of her morning routine. We hope you love it as much as we do as well as your chosen prizes of the Retro slow cooker and salt and pepper mills, steam mop, and Nordic knives!

BACK IN STOCK
Retro Manual Air Fryer

[SHOP NOW](#)

✓ 6 litre basket capacity for 3kg worth of food ✓ Uses little to no oil for up to 80% less fat

Behind the Scenes Swan Heroes

Swan would not be where it is today without the hard work of our behind the scenes heroes. The Swan Products Limited customer service team are working on a different level to most. They are the key ingredient to our incredible success, but it goes even deeper than that. Their meticulous attention to detail in approving factories and rigorously testing products before they even reach consumers has enabled to Swan to achieve the results that



Swan Brand

Reviews 2,608 • Excellent



✓ VERIFIED COMPANY

we are so proud of. From life-testing goods to pre-shipment inspections - every step of the supply chain works together flawlessly for seamless consumer satisfaction.

Well done to everyone involved - well done Swan!

Kingsway Power Girls Reach New Heights

What an amazing achievement from some of the girls at Kingsway Power Netball Club! Daisy, Ffion, Hana, and Ruby are representing their respective countries (England and Wales) at Europe Netball U17s! Congratulations, you all deserve this success and we wish you the very best in the competition! Here's hoping there are more great things on the horizon for these talented players.

[@KINGSWAYPOWERNETBALLCLUB.](https://www.instagram.com/KINGSWAYPOWERNETBALLCLUB)



Radio Ale'X'a



The hype for the Swan Alexa kettle isn't over. On launch day, Chris Moyles and Dominic Byrne discussed the new kettle on Radio X's morning show. It was iconic hearing Chris Moyles say "Alexa, turn on the Swan!".

Dominic seemed to think this unique invention deserved its own special name - and what better way to describe it than a "magic kettle!". It's revolutionising the world of technology, so we may as well give it that magical touch.

WORDSEARCH

There are 8 hidden answers to be found related to this issue, reading in any direction, in the wordsearch grid below.

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

ANSWERS

ALEXA KETTLE VEGAS SPRING PANCAKE LIVE DUO TRIBECA

SUDOKU

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

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

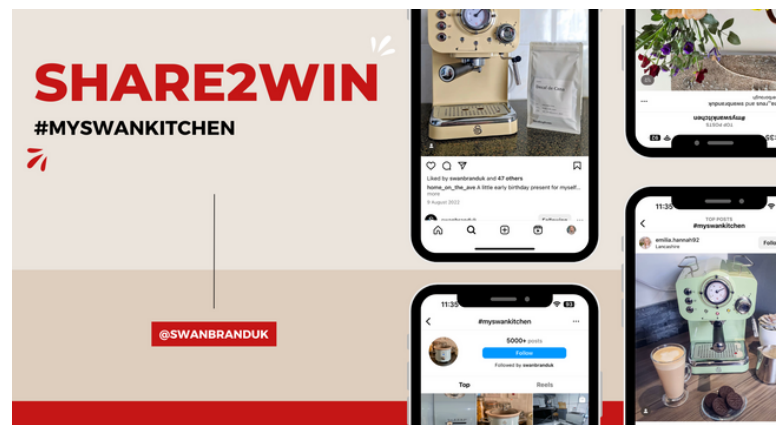
SOLUTION

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

COULD YOU BE OUR NEXT WINNER?

If you want to be in with the chance of winning a new Swan product or two, 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 Alexa 1.5 Litre Smart Kettle

Bring the perfect brew to life with your voice: introducing the World's first kettle with Alexa.



**HOT
RIGHT
NOW**

Swan Duo Digital Basket Air Fryer

The healthier, smarter way to fry, cook, grill and bake.



Swan Handheld Garment Steamer

Effortlessly remove creases with the best-selling garment steamer.



**HOT
RIGHT
NOW**