

LIFESTYLE BUSINESS SOCIAL COMMUNITY

THE SWANDAY TIMES

TOUCHDOWN IN THE WINDY CITY

SWAN ALEXA KETTLE IN CHICAGO

FEATURES:

Netmums Review

page 02

TikTok Panel

page 03

Brilliant Women in E-Commerce

page 03

Swan on TV

page 04

TikTok Live Triumph

page 05

National Champions

page 06

Swan Big Family

page 06

After the roaring success at CES, it was time to make some noise in Chicago at The Inspired Home Show. The Swan Alexa smart kettle touched down in the windy city to showcase alongside an array of Swan products on Salton Group's booth.

The brand has made a monumental stride in North America, and we are thrilled to have our partner, Salton Group's, unwavering backing.



Of course, we wouldn't be Swan if we didn't post about our achievements on social media. We rocked the LinkedIn community a little with our very own Chicago takeover images (above and left) and got our community talking. It was great to see how excited everyone is for the brand's growth.



Talk of the Internet

The Swan Alexa kettle has been the talk of the press for quite some time, but now it's getting noticed by Netmums. The relevant, inclusive and supportive parenting community discuss how keen they are to try it for themselves. They say they 'love the idea of sticking the kettle on before

you get home and having it ready for when you step in the door', as well as being able to heat a baby's bottle to a specific temperature and not have to wait for it to cool down. It's great to see that this kettle can help parents this way and that the community is still excited about it.



Recipe of the Month

Mini Egg Braid Slice from
[@squashedpickle](#)

Ingredients

For two people:

- Mini Egg Chocolate Bar
- Puff Pastry Dough
- One Small Egg (Egg Wash) or Milk
- Mini Eggs (Crushed)

Method

1. Unroll pastry and cut in half (this fits perfectly in half so save the rest for a pie or twists)
2. Place on a lightly floured surface and put the chocolate bar in the centre
3. Slice off four corners
4. Make slices evenly all the way down using the chocolate bar as a guide for spacing
5. Fold the top and bottom of the pastry on the bar and start braiding from top to bottom till it's fully covered in pastry



5. Brush with egg wash (or milk)
6. Bake in hot oven for around 15-20 minutes at 180 C until golden and cooked
Slice into bars
7. Enjoy!

Emma Shares Insightful Thoughts on TikTok Panel

TikTok is our newest e-commerce platform and we dove headfirst into its huge potential. We've seen a vast growth this month and even had a special invite to the TikTok HQ again where they hosted their very first matchmaking event for home and living brands and creators.

We are so proud to say that our very own Emma was a panellist at this event and shared her insights and experiences of this platform from a brand perspective.

During the panel, Emma discussed various aspects of TikTok, particularly from a

startup point of view, including the role that creators have in shaping the app's culture and boosting a brand's sales. Her key takeaways for the audience were to choose creators who can showcase your products properly and authentically, and ensuring you have enough stock as you never know when you'll go viral!

Thanks so much for all you do for this platform, Emma, and a special shoutout to Lily and Katie too for their expert sales knowledge and help with TikTok Shop.



Brilliant Women in E-Commerce

Last month saw an inspiring and eye-opening conversation between two trailblazing women in the e-commerce industry. In a special interview for International Women's Day, with this year's topic 'embrace equity', Katie, E-Commerce Sales Director, sat down with the amazing Emma Bagley, Amazon growth and profitability expert and Founder of ZEAL Agency, for the first part of Zeal's 'Brilliant

Women in E-Commerce' series. Together they delved into some fascinating topics, from the rise of TikTok Shop and Swan's soaring success, to the critical role of diversification in online marketplaces.

“EMBRACE EQUITY”

Katie and Emma also gave insight into their e-commerce predictions for the next 18 months, as well as embracing female strengths to succeed as a female leader in e-commerce. With so much more to uncover, this discussion is a must-see for anyone looking to stay one step ahead in the world of online sales.

[WATCH NOW](#)

ChannelX Interview

As if Emma and Katie weren't busy enough this month, they sat down with Chris Dawson from ChannelX to discuss how they prepare for Swan's TikTok Lives.

The dynamic duo walk through everything from getting started on TikTok, the support the platform offers and the daunting task of speaking for four hours with no break!



Spotted on a Very Famous Saturday Night Show

The Alexa kettle appeared on a very popular Saturday Night TV show this month. We were so proud to see our smart kettle showcased to millions of viewers and in the hands of the UK's favourite TV duo!



Employee Appreciation

This month celebrated Employee Appreciation Day. We wanted to thank and recognise our incredible team for their dedication and hard work every day.

At Swan, we are very lucky to have such a hard-working team. Our staff are dedicated to providing the highest quality of work, and go above and beyond to ensure that all

of our customers receive the best service possible. We understand that our success is only possible because of their tireless efforts, and we sincerely thank them for their commitment. From purchasing to marketing, sales to customer service and all the people in between, the heart of Swan truly is the people.



Don't Forget!

If you want to keep updated on all things Swan business and behind the scenes, make sure you follow Swan's LinkedIn page. Find it here.



TikTok Live Triumph

Guess who's back? their money...
Back again with our second TikTok live and The feedback has been
it was a huge success. The feedback has been overwhelmingly
We couldn't be happier positive and we couldn't
be more proud. We're
with how it all turned really taking TikTok by a
out. Not only was it storm and we can't wait
super fun for everyone to see what else we can
involved, but we also create together.
witnessed our Shoutout to our
incredible Emma and amazing production
Katie bringing their team and the team over
electric energy at TikTok for making
engaging with all the this all possible - we
viewers. They'll soon be couldn't have done it
giving an iconic without you. Onwards
comedy duo a run for and upwards, let's keep
the good times rolling!

TIKTOK PAGE



#MySwanKitchen Winner

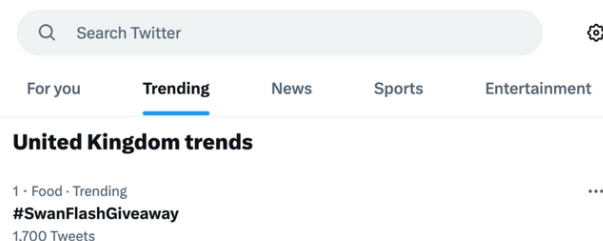
We're delighted to share that our February share to win winner was Tina (@tinaemd), who captured this lovely snap of her 1.5L Retro slow cooker cooking

up a curry whilst she worked from home. We hope you love it as much as we do as well as your chosen prizes of the 3.5L Retro slow cooker, mug tree, and Alexa kettle!

Trending on Twitter

We love giving back to our community and often run a giveaway on our social channels. This month, two of our giveaways were trending on Twitter which was a huge

feat to achieve for the brand, particularly brand awareness. And that's not all. Our Twitter page got that all important blue took too!



U12s Crowned National Champions

What an incredible month for the girls at Kingsway Power Netball Club! The U12s have been crowned England's National Champions and we couldn't be more thrilled for them! It's clear that these netball stars have put in endless hours of hard work and dedication to reach this incredible feat.

It's a brilliant moment for the netball club and everyone involved should be beaming with pride. This is a remarkable accomplishment and we can't wait to see what future successes are in store for these talented athletes. Let's keep cheering on these talented players and the rest of the club as they continue to dominate the court!



@KINGSWAYPOWERNETBALLCLUB

Get Ready For Spring

This month has been all about Spring over on the blog: Spring cleaning and getting your garden ready for Spring. We teamed up with four of our influencers and ambassadors to bring four [Spring Edits](#), featuring their best hacks and tips as well as their favourite Swan products for tackling your homes. Interestingly, the top

answer for only using one cleaning product was washing up liquid, so if there's one product to make sure you have in your house this Spring, let it be washing up liquid.

Now, it's not just your home that may need a bit of a Spring clean. Garden TLC doesn't have to be chore; keeping up with regular

care can make it a breeze. Over on the [blog](#) we talk about the big clean up, trimming it back, garden furniture TLC, compost, and warming up your space.

And if you haven't done your first cut of the lawn yet, [here's](#) how to get the best out of your lawn this spring.

SPRING

Ready

Spring Clean Edits

Garden Ready

WORDSEARCH

There are 7 hidden answers to be found related to this issue, reading in any direction, in the wordsearch grid below.

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

ANSWERS

CHICAGO TIKTOK MINI EGG RETRO APPRECIATION TV SPRING

SUDOKU

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

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

SOLUTION

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

SHARE2WIN

#MYSWANKITCHEN

@swanbranduk

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!

