

## Celebrate at a stylish price

Get married at the hotel during November 2010 and you won't pay a penny for room hire. A saving of up to £750!



To obtain your discount simply quote 'November Wedding Offer' when booking. Please see our website for full terms and conditions.

To view our facilities first hand, call our wedding co-ordinator on **01749 836300**.



© Eric Purchase photography

## Christmas

Our special three night break enables you to enjoy carols, excursions and other festive entertainment as well as award-winning food throughout your stay.

Christmas Package from £485.00 per person. See our website for more information – [www.swanhotelwells.co.uk](http://www.swanhotelwells.co.uk).

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Vicars Close, Wells

## New Years Eve party

Celebrate the beginning of 2011 in style. The evening commences with a Champagne Reception and canapés and is followed by a sumptuous four course dinner and coffee.

A disco will take you into the early hours and all this at just £80 per person. If you want to stay the night with us, accommodation is available from £136 per room, based on 2 sharing with breakfast.

To register for your copy of our Christmas brochure please email [info@swanhotelwells.co.uk](mailto:info@swanhotelwells.co.uk).



## The Swan Hotel

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# The Swan Hotel, Wells

Issue 14, June 2010

The Swan Hotel, Sadler Street, Wells, Somerset BA5 2RX

## Lights, camera, action!

The Swan Hotel and two members of our staff took leading roles in a new national TV advertising campaign by Best Western.

The adverts ran for two weeks in April, and were shown on all the major commercial and satellite channels.

Our two staff celebrities thoroughly enjoyed the experience – you can find out more about the advertising campaign inside.

Away from the cameras there have been a number of other exciting developments at the hotel. At the time of writing, bedrooms 46 and 48 are being refurbished and plans to revamp our main bar area are also well underway. We are also examining the possibility of opening a new suite.

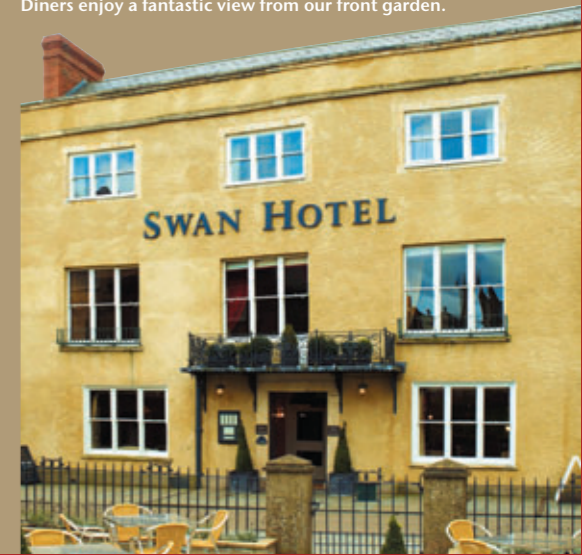
Some long range weather forecasters are predicting a good summer for the UK. Let's hope they are right. Our front garden and Walled Garden Café are two great spots in which to soak up the sun and enjoy great food. The latter is often used by wedding parties. If you are planning a wedding later on in the year don't miss out on our fantastic promotional offer – see inside for details.

I trust you will enjoy this newsletter and hope to have the opportunity of welcoming you back to the Swan very soon.

Terri Chichester, General Manager



Diners enjoy a fantastic view from our front garden.





Left to right, Leigh Say, Kevin Newton, Paul Mingo-West.

## Cracking new chef

After 12 years loyal service, Head Chef Paul Mingo-West left to pursue his dream job, a role that encompasses teaching and cooking at a nearby school.

Paul was instrumental in securing many culinary awards for the hotel and we wish him the very best of luck for the future.

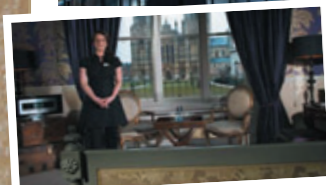
Somerset man Leigh Say has picked up the baton. Leigh has worked in the kitchens of a number of highly prestigious restaurants (including the two star Michelin restaurant Hibiscus – recently voted the 49th best restaurant in the world) and cooked for many top chefs – Raymond Blanc, Claudia Roden, Nick Nairn, Hugh Fearnly-Whittingstall and Claude Bosi to name but a few!

Leigh is passionate about food and his belief in using high quality, locally produced ingredients sits well with the philosophy at the hotel. Do come and try the exciting new menu for yourself.



## TV stardom

The Swan was one of a handful of Best Western hotels selected to feature in a national TV advertising campaign.



The 30 second advertisement formed part of a brand launch exercise by Best Western, which has a collection of 280 independently owned hotels in Great Britain. Filming took place in the Cathedral Suite and adjacent to our secluded Walled Garden Café.

However, the undoubted stars were Head of Marketing, Natasha Mingo-West and receptionist Jelena Curtis. Both enjoyed being in front of the camera, particularly as they had their own make up artist to call on. Watch out Fiona Bruce – you have competition!



## Getting arty

Anyone driving around Somerset in September can't fail to notice the yellow directional signs that point the way to venues taking part in Somerset Art Weeks (SAW).

SAW is a non-profit making organisation promoting the Visual Arts. Those artists and makers taking part in this event throw open their doors to promote their works. The event has grown markedly since its inception in 1994, with over 190 registrations for this year.

The hotel is the main sponsor of Art Weeks Visitor Prize Draw and is also proud to be sponsoring "Small Wonders" at the Air Gallery, above Twelve Junior in Wells High Street. SAW from 18 September to 3 October

## Sizzle in the sunshine



Our garden opposite the Cathedral has proved a real hit with diners since it opened last summer.

For those that need to increase their levels of vitamin D, our Walled Garden Café provides the perfect suntrap in which to enjoy award-winning food from our new diverse menu.

Wedding guests enjoy the Walled Garden Café.  
© Eric Purchase photography



## Still cooking

If you can't stand the heat, keep out of the kitchen. Well, Chef de Partie, Julie Morgan must be fire retardant! Julie is about to notch up 20 years service in the hotel's kitchen, a fabulous achievement given the pressurised environment and long hours.

## These boots were made for walking



One of the frequent visitors to our new Health Suite has been the hotel's owner, Kevin Newton.

Kevin is currently in training for a charity walk that involves traversing an undulating 80 kilometre stretch of the Great Wall of China.

Conditions will be very different to those at the hotel. Accommodation will be 'very basic' as the 5 day walk takes place in rural China. Kevin is raising funds for St Margarets Somerset Hospice and will be undertaking the walk in October. To sponsor Kevin visit [www.justgiving.com/Kevin-Newton](http://www.justgiving.com/Kevin-Newton).



## Self catering in style

Throughout 2010, there are still pockets of availability for Swan Mews, the five self-contained modern apartments situated just a stone's throw from the hotel.

These apartments make a great base from which to explore the surrounding area. To order your brochure call **01749 836300** or download a copy from our website – [www.swanhotelwells.co.uk](http://www.swanhotelwells.co.uk).

## Grand designs

Bedroom 46 is being refurbished in beautiful shades of cream and gold.

Next door, a separate lounge area will be added to bedroom 48 in rich ruby red, while the bedroom is being decorated in wonderful greens and olives.

There are also plans to introduce another Suite to the wide range of accommodation already available.

