

A Dictionary of Italian Wines in Chinese

Verantwortlicher Autor: Carlo Marino Rome/Verona , 09.04.2019, 16:50 Uhr

Nachricht/Bericht: +++ Wirtschaft und Finanzen +++ Bericht 692x gelesen



Dictionary of Italian Wines in Chinese language

Rome/Verona [ENA] The first Dictionary of Italian Wines and Vines in two languages, Italian and Chinese, was presented at Vinalty, in Verona on 8th April. The publication is the result of a collaboration between Gambero Rosso (an Italian food and wine magazine and publishing group founded in 1986. Its name literally translates as "red prawn" and comes from a tavern in Pinocchio by Carlo Collodi where the Fox and the Cat dine) and

the Confucius Institute by the University of Milan. The Chinese Culture Institute was the pivot of the working group consisting of the Departments of the University of Milan (Linguistic Mediation and Intercultural Studies, Food Science, Nutrition, Environment and Agricultural Sciences) and the University of Liaoning. The Dictionary, in printed version and soon also in digital version (web-app), contains over 1,200 entries, divided into four sections that include the Italian definitions of Vines, DOCG, DOC and IGT, with translations in Chinese.



Italian wine

Each entry has been defined in Italian through the study of specific texts of sectorial fields and specifications; the translation work, thanks to the use of authoritative Chinese sources and an original work of standardization, established the most suitable term to identify a wine or a vine with the correct Italian pronunciation and the best Chinese cultural traditions. The publication is the essential basic tool for the knowledge of wine culture and for the inclusion of Italian wine in the Chinese market.

Since the opening of the eastern markets, China has immediately shown a peculiar curiosity towards the excellent products of Italy . Encouraging an in-depth knowledge of the made in Italy wine sector, focusing attention on Italian biodiversity, masterfully represented by productions, this dictionary becomes in this context a necessary “must have” for sector operators and enthusiasts.