



Ευρωπαϊκή  
Επιτροπή



**#DiscoverTranslation**

## **Testimonial:**

### ***Wine and translation***

#### **bringing people(s) together**

#### **Wine and translation – bringing people(s) together**

In their quest to conquer new markets and enhance the added value of their product, Greek winemakers have been implementing international branding strategies over the last decades. These only work well with good-quality translation.

In the late '80s, a new generation of winemakers started coming back to Greece after studying abroad, mainly in France and Italy. They brought with them the *savoir-faire* to develop the full potential of their *terroir*, with an emphasis on local Greek varieties.

One of them is George Skouras. Having studied oenology at Dijon, in 1986 he founded Domain Skouras – a pioneering winery in the Nemea Protected Designation of Origin (PDO) region.

Today, the winery exports 50% of its produce to more than 20 countries.

#### **Translation to support branding**

'Ever since the very beginning,' says communications manager Elena Tsaka, 'we've had our [website](#) translated into 4 languages. Our business is export-oriented, and we receive many international visitors.'

Besides Greek, the website is available in English, French and German. These languages were chosen according to the winery's export markets and the nationalities of visiting tourists.

The labels of bottles destined for export are also translated – into English, and sometimes French and Portuguese.

High-quality translation is part of the winery's branding, says Ms Tsaka. 'It helps promote the winery's image and facilitate communication, bringing recognition and increasing sales. Good communication with our partners and clients is of paramount importance to us. It shows professionalism and respect towards them, and reinforces our brand.'

Another export-oriented winery is Kir-Yianni, in northern Greece. It was founded in 1997 by Yiannis Boutaris, perhaps the best-known Greek winemaker.

Kir-Yianni's [website](#), like that of Domain Skouras, is available in 4 languages: Greek, English, French and German. These were chosen according to the winery's main export markets, says brand manager Giota Karanatsiou.

Most of the texts are translated by professional translators and revised internally by the company's oenologists and marketing experts. 'We place great emphasis on the quality of translation, since it reflects the overall quality of our winery,' says Ms Karanatsiou.

Alongside the efforts of individual wineries, the Greek wine sector has embarked on an ambitious collective international branding strategy. The cornerstone is the [Wines of Greece](#) web portal developed by the National Interprofessional Association of Vine and Wine, the first such association in the country.

Started in 2011, the branding strategy was designed to increase the value of exports by introducing high-quality Greek wine to consumers abroad. The aim is to give it a distinctive edge based on innovation, the 300+ indigenous grape varieties and wine tourism.

The branding strategy developed a generic brand identity for Greek wine and identified the main markets with growth potential for exports: the USA, Canada, Australia, China and Germany.

Since Greek wines and grape varieties were not so well known abroad, 2 white and 2 red varieties were identified to act as 'ambassadors' to an international public. The web portal was created to serve as the first point of contact for customers and wine specialists from all over the world with an interest in Greek wine. It offers a wealth of useful resources, including a glossary of grape varieties.

## Quality translation for quality wine

Initially the website – then called [New Wines of Greece](#) – was available in Greek English, French, German, Russian and Chinese, in line with the target markets identified. When the new portal 'Wines of Greece' was launched some years ago, the decision was made to use only Greek and English. It would be difficult to keep a site updated in so many

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languages while maintaining the required quality, especially as the campaign expands into social media. 'We opted for quality over quantity,' says Maria Triantafyllou of the Interprofessional Association. 'It's better to have the website translated properly into 1 language than poorly into more languages.'

The website texts are translated by professional translators and revised by wine connoisseurs. 'The wine sector has a lot of special terminology, ranging from the vinification process to the EU's protected geographical indications regime. Precision and accuracy are of the essence,' says Ms Triantafyllou.

The Wines of Greece strategy seems to be paying off. In the last 10 years, Greek wine has become better known in strategic markets such as the USA. Greek varieties such as Agiorgitiko and Assyrtiko have passed from obscurity to being celebrated and even planted abroad.

According to data compiled by the Interprofessional Association, the average price paid for Greek wine is on the increase, better reflecting the quality and distinctiveness of these wines. They have become better known thanks to the continuous efforts of vine growers, wine-makers, marketing analysts and –last but not least – translators.

