

## **Vinglish – Specialist in English language services for French and Spanish wine producers.**

*By Vinglish - Specialist in Wine English*

*Dated: Sep 05, 2008*

*Announces the roll out of "Vinglish", specialist in "Wine English" for the French and Spanish wine and spirit industry, staffed by native English, wine trade professionals and providing wine translations, interpreting, copy-writing and proofreading.*

Burgundy-based, Vinglish is pleased to announce the roll out of its range of affordable English language services to French and Spanish wine & spirit professionals.

With their domestic wine & spirit market in general decline, French and Spanish producers are having to turn increasingly to export markets to protect or grow their business. In the international arena they then find themselves up against the aggressive and effective marketing of new world producers from Australia, the USA and South Africa. In order to compete successfully, one of the most important steps wine producers can take is to ensure that all their communications in English are as effective and professional as possible.

Vinglish Founder, Stephanie Jordan said, "I created Vinglish to meet this specific need – I had been grieved to see so many poor English versions of wine websites and brochures where it was clear that the translations had not been carried out by a native English speaker with a real feel for the language, nor by anybody with any command of English wine & spirit vocabulary. When talking to French and Spanish wine professionals, I discovered that all too often their translation work had been carried out by non-English mother tongue contacts such as language students or English teachers,..."

Vinglish, staffed by native English translators and interpreters, who are WSET qualified and experienced in the international wine & spirits industry, therefore offers a range of services including localized-translation and interpreting from French and Spanish into English, as well as English copy-writing and proof-reading.

Stephanie Jordan, fortunate to be trilingual from birth, continues, "in marketing and business communication, the localisation of the translation is extremely important ...the style of English written language is so very different from the French, and again from the Spanish. At Vinglish we do not provide straight word-for-word translation but we will craft a real English 'version', one which will really engage the reader."

Vinglish already has a a number of customers in France and Switzerland including professional wine association and bodies, wine and spirit houses, cooperatives, independent wine producers, and wine industry media.

For further information, please visit [www.vinglish.com](http://www.vinglish.com)

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VINGLISH is THE specialist in English for the wine and spirit industry, offering affordable services which include translations, interpreting and copy-writing in English from French and Spanish. (Specialiste en anglais vinicole - traductions, redactions)

Category            Services, Internet, Marketing

Tags wine-translations, wine-interpreting, wine-copy-writing, traductions vin, vinicole, anglais, vins  
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