



FALSE FRIENDS

Mistakes to avoid in your English-language wine marketing



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You've worked hard to craft some truly exceptional wines and your marketing should reflect that. But a mistranslation or a misleading word choice can undermine your brand's credibility in a heartbeat.

Here are a few false friends to watch out for in your English-language marketing (and what to say instead).



HERB ≠ HERBAL



If your wine is 'herb', don't describe it as herbal.*

Depending on the context, use:

- tart
- dry
- bitter (be careful with this one)

*Unless of course you're talking dry herbal notes (herb-kräuterige/pflanzliche Noten)



LIEBLICH ≠ LOVELY



Your wines are lovely. No question. But that's not quite what lieblich means.

Instead, use:

- sweet
- semi-sweet
- smooth (context-dependent)



KÖRPERREICH ≠ CORPORAL



corporal = relating to the human body (körperlich)

- full-bodied
- rich
- intense



SCHMELZ ≠ MELT



Your wines aren't melting. Describe Schmelz as:

- richness
- silky texture
- rounded mouthfeel

Lost in translation?

Let's make sure your wine speaks the right language.

Get in touch:

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