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PTV
PLATAFORMA
TECNOLÓGICA
DEL VINO

INGLÉS DE ENOTURISMO

TASTE EXCHANGE

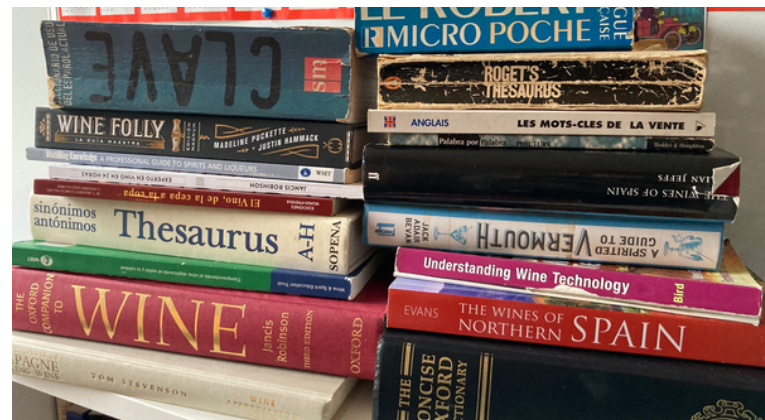


ANNA HARRIS-NOBLE

EXPERIENCIA

- Directora, Taste Exchange, agencia de comunicación y traducción para el sector de vino
- Traducción de Wine Folly al castellano
- Clientes actuales: Grupo Osborne, Raventós-Codorníu, Bodegas Lustau, Entrecanales Domecq, Alvaro Palacios
- Formadora acreditada de WSET
- Diploma en vinos y espirituosos (Nivel 4), WSET, Londres
- Periodista colaboradora, spanishwinelover.com, foodswinesfromspain.com
- Licenciada en filología francesa y española, Universidad de Exeter, R.U.

SERVICIOS DE TASTE EXCHANGE



TRADUCCIÓN

Experiencia en traducción de textos gastronómicos del español al inglés, alemán, italiano, francés, chino...



FORMACIÓN

Cursos de inglés para bodegueros, sumilleres y otros profesionales. Catas en inglés y español.



COMUNICACIÓN

Desde la estrategia hasta la ejecución de campañas de RR. PP., RR. SS., eventos, contenido para blogs, copywriting en inglés.

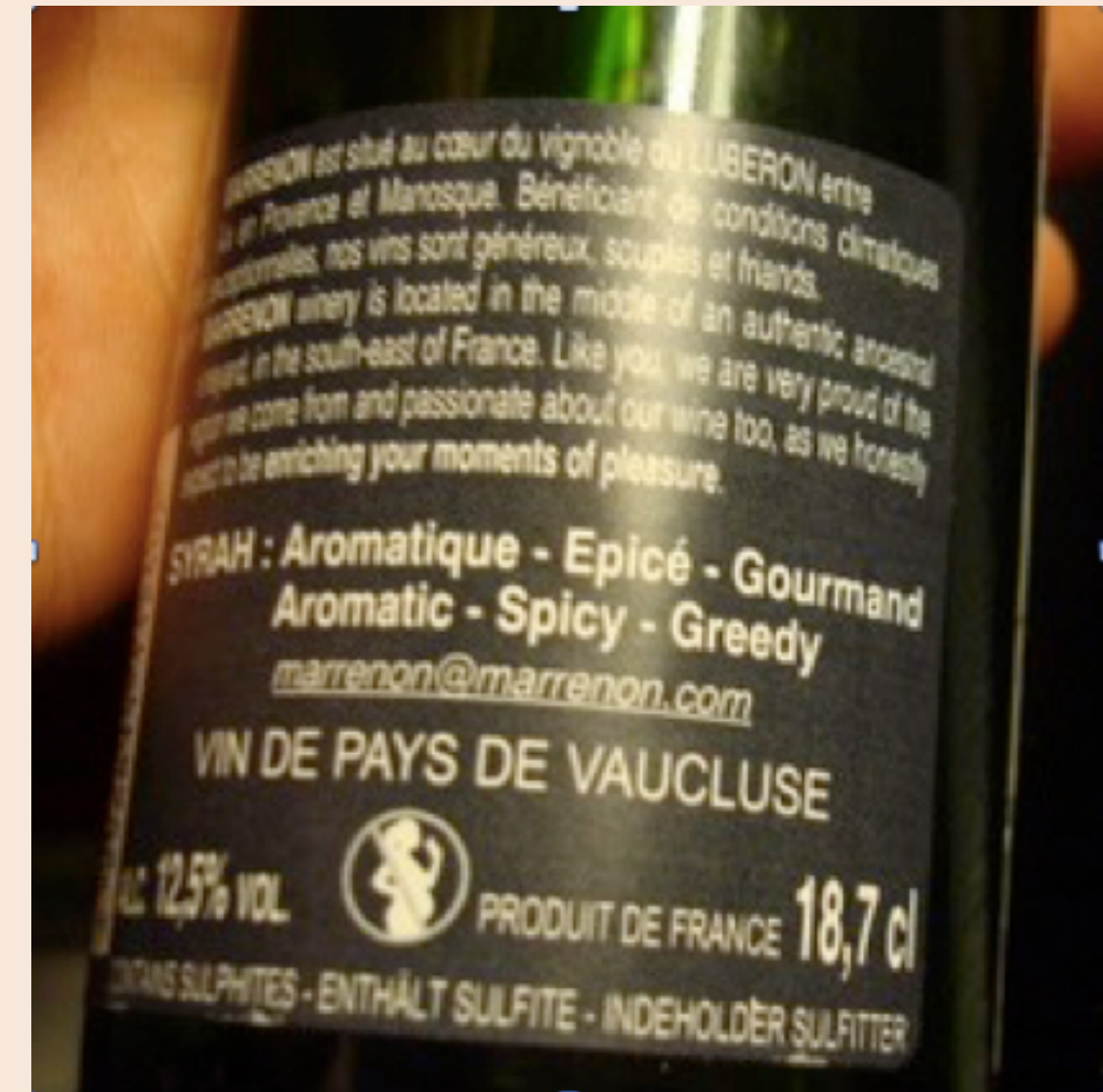
INGLÉS DE ENOTURISMO



- Lo que se debe hacer - y no
- Vocabulario de enoturismo: reservación, paquetes, experiencias, venta
- Vocabulario para visitas: introducción bodega, viñedos, elaboración
- Vocabulario para la presentación de catas: análisis organoléptico
- Herramientas

LA COMUNICACIÓN CUENTA

Sangría en Vaso	Sangria (Glass)	
Pisco con Naranja	Pisco with Orange	
VINO EN BOTELLA	HE/SHE CAME IN BOTTLE	
Gato Negro	Gato Negro	
Undurraga Tinto	Undurraga Red	
Undurraga Blanco	Undurraga White	
Casillero del Diablo Tinto	Casillero del diablo Red	
Casillero del Diablo Blanco	Casillero del Diablo White	
Sangría Litro	(Sangria 1 Liter)	



It is a century-old winery and it is future. Its history goes back to 1821, year in which it began to elaborate chamomile.



LO QUE SE DEBE HACER

- Prepararse - tener un guión traducido por un profesional, video de introducción subtulado y/o discurso grabado
- Pensar en el público al que se dirige y adaptar el lenguaje de la manera correspondiente
- ¡No fiarse nunca de Google Translate!
- Formarse
- Ser auténtico

VOCABULARIO DE ENOTURISMO



- Reserva tu experiencia - Book your experience
- Elige tu actividad - choose your activity
- Reservas - Bookings/reservations
- Para reservar llamar../ To book, call....
- Horarios - timings
- Aforo máximo - Maximum number of participants
- Imprescindible reserva previa - Prior booking essential
- Bajo petición - upon request
- Visita guiada por la viña - a guided tour of the vineyard
- Un recorrido por nuestras instalaciones - a tour of the winery
- Degustación/cata - wine tasting
- Cata en rama/degustar vino en rama - barrel tasting
- Maridaje de vino y queso/chocolate - Wine and cheese/chocolate pairing
- Cata con aperitivo - Wine tasting with tapas/small plates/snacks...

VOCABULARIO EN LA BODEGA



- ELABORACIÓN = WINEMAKING NO ELABORATION
- ELABORATE = SOBRECARGADO, COMPLEJO, DETALLADO
- ELABORAR = MAKE, PRODUCE, CRAFT

VOCABULARIO DE CATA



- CAPA ALTA = DEEPLY COLOURED, OPAQUE



VOCABULARIO DE CATA

VINO GOLOSO

- RICH
- FRUIT-FORWARD
- FRUITY
- EASY-TO-DRINK



VOCABULARIO DE CATA

SUAVE

- Easy-going/easy-to-drink
- Smooth
- Delicate
- Off-dry, medium-dry

VOCABULARIO DE CATA



BALSÁMICO

- Resinous
- Mint, eucalyptus, pine
- Medicinal

HERRAMIENTAS

WSET Level 3 Systematic Approach to Tasting Wine®

APPEARANCE							
Clarity	clear – hazy (faulty?)						
Intensity	pale – medium – deep						
Colour	<table border="0"> <tr> <td style="padding-right: 10px;">white</td> <td>lemon-green – lemon – gold – amber – brown</td> </tr> <tr> <td>rosé</td> <td>pink – salmon – orange</td> </tr> <tr> <td>red</td> <td>purple – ruby – garnet – tawny – brown</td> </tr> </table>	white	lemon-green – lemon – gold – amber – brown	rosé	pink – salmon – orange	red	purple – ruby – garnet – tawny – brown
white	lemon-green – lemon – gold – amber – brown						
rosé	pink – salmon – orange						
red	purple – ruby – garnet – tawny – brown						
Other observations	e.g. legs/tears, deposit, petillance, bubbles						
NOSE							
Condition	clean – unclean (faulty?)						
Intensity	light – medium(-) – medium – medium(+) – pronounced						
Aroma characteristics	e.g. fruits, flowers, spices, vegetables, oak aromas, other						
Development	youthful – developing – fully developed – tired/past its best						
PALATE							
Sweetness	dry – off-dry – medium-dry – medium-sweet – sweet – luscious						
Acidity	low – medium(-) – medium – medium(+) – high						
Tannin	low – medium(-) – medium – medium(+) – high						
Alcohol	low – medium(-) – medium – medium(+) – high fortified wines: low – medium – high						
Body	light – medium(-) – medium – medium(+) – full						
Flavour intensity	light – medium(-) – medium – medium(+) – pronounced						
Flavour characteristics	e.g. fruits, flowers, spices, vegetables, oak flavours, other						
Other observations	e.g. texture, balance sparkling wines (mousse): delicate – creamy – aggressive						
Finish	short – medium(-) – medium – medium(+) – long						
CONCLUSIONS ASSESSMENT OF QUALITY							
Quality level	faulty – poor – acceptable – good – very good – outstanding						
Level of readiness for drinking / potential for ageing	too young – can drink now, but has potential for ageing – drink now; not suitable for ageing or further ageing – too old						
THE WINE IN CONTEXT							
Identity	for example: location (country or region), grape variety or varieties						
Price category	inexpensive – mid-priced – high-priced – premium						

Notes for students:
For lines where the entries are separated by hyphens – students must select one and only one of these options.
For lines starting with "e.g." where the entries are separated with commas – the list of options are examples of what students might wish to comment on. Students may not need to comment on each option for every wine.



WSET

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300-Version 1.0

- WSET - SYSTEMATIC APPROACH TO TASTING
- GLOSARIOS ESP-ING
 - <https://www.spanishwinelover.com/disfruta-357-capa-alta-en-ingles-consulta-nuestro-glosario-de-vino>
 - <https://www.spanishwinelover.com/disfruta-493-glosario-avanzado-de-terminos-de-vino-en-ingles>
- GLOSARIOS ING-ESP
 - <https://www.spanishwinelover.com/enjoy-357-lost-in-translation-a-glossary-of-wine-terms-in-english-and-spanish>
 - <https://www.spanishwinelover.com/enjoy-493-advanced-glossary-of-wine-terms-in-english-and-spanish>



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GRACIAS

PARA MÁS INFORMACIÓN



A D E L A P E R E I R A

DIGITAL STRATEGIES FOR WINE TOURISM





Who is the greatest tourism expert in the world?



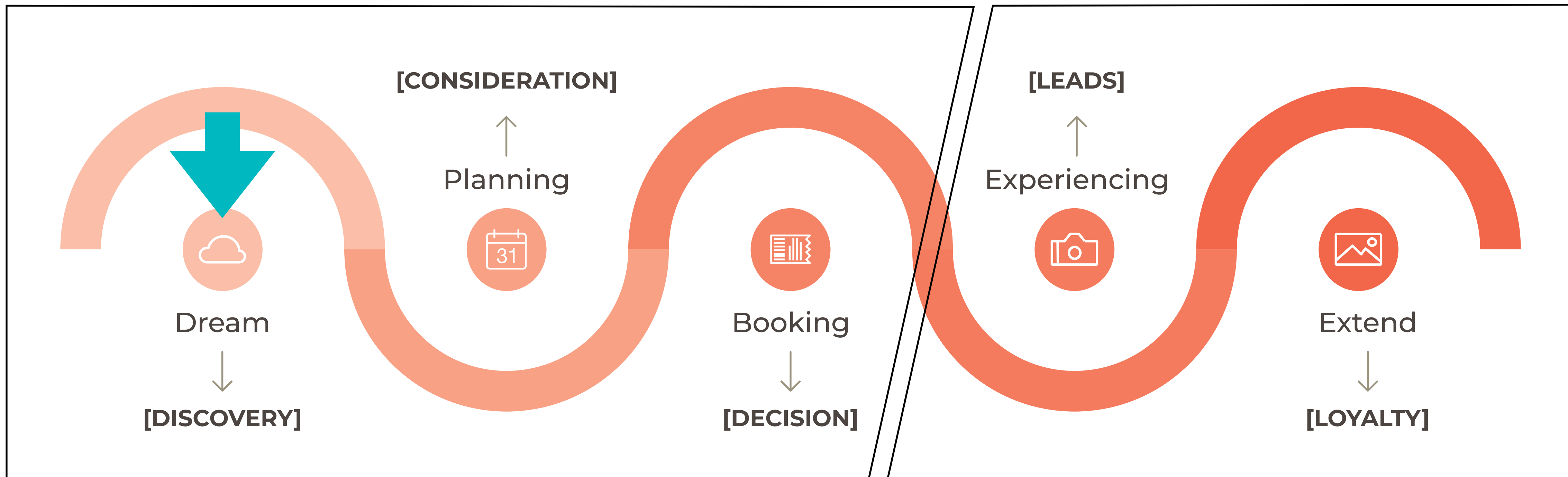


Dream



BOOKING CYCLE

LOYALTY CYCLE



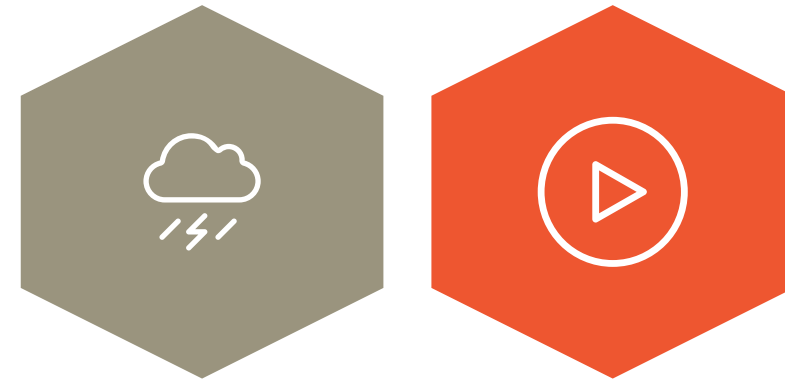
Empathy

What does she want to post in her Insta feed?

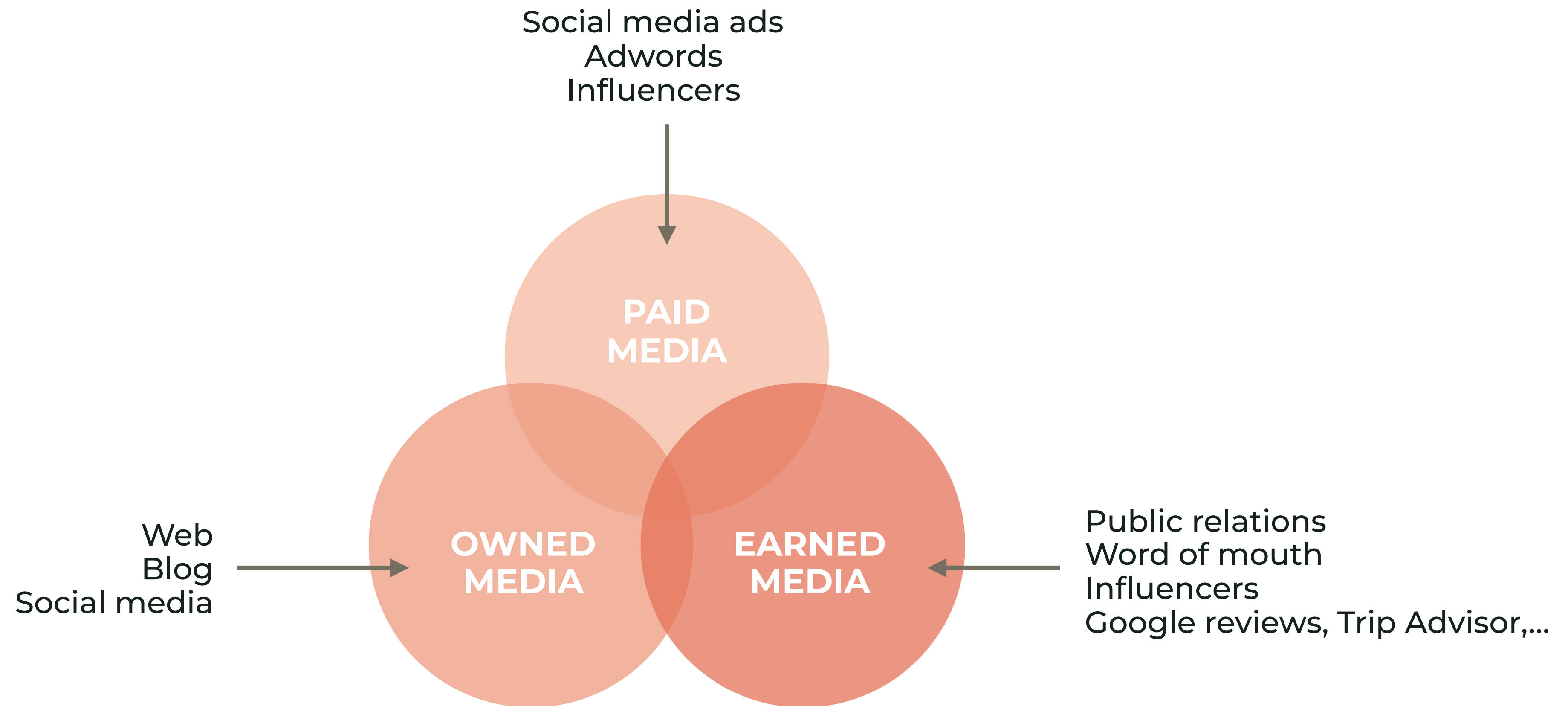


Destination





Dream content vault



Pool Content

- Why you should visit Madrid wineries.
- What you cannot miss.
- Best wine bars in Madrid only insiders know.

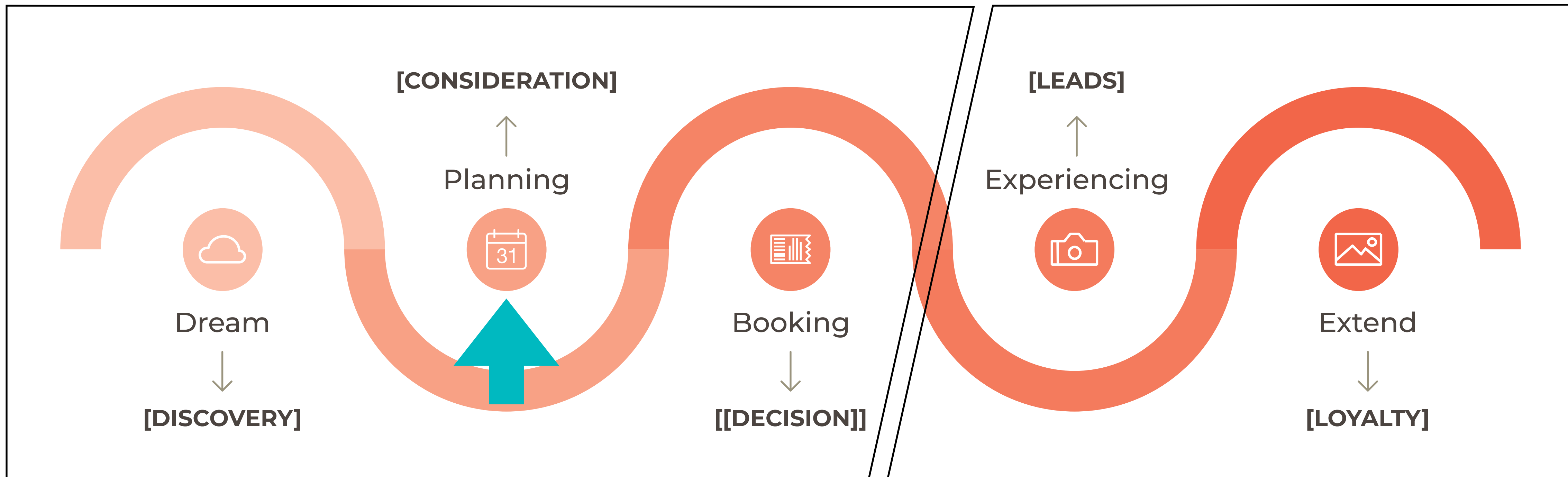




Planning

BOOKING CYCLE

LOYALTY CYCLE

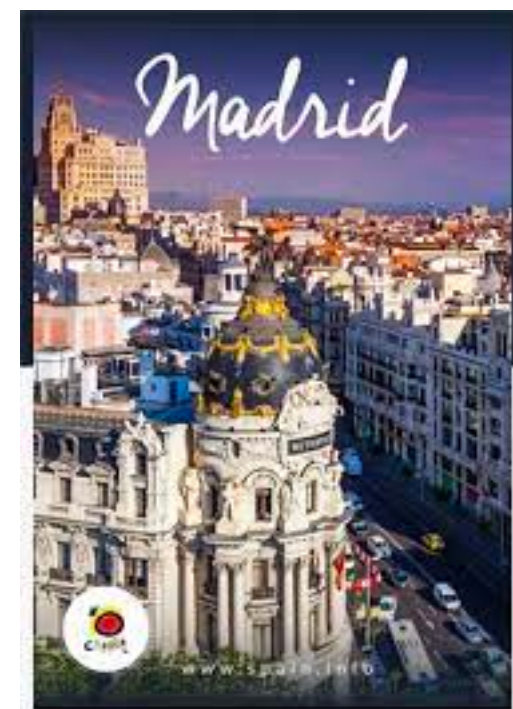


Give her what she needs



Pool Content

- What to do in Madrid.
- Where to sleep, to eat like a local.
- Best shopping areas.



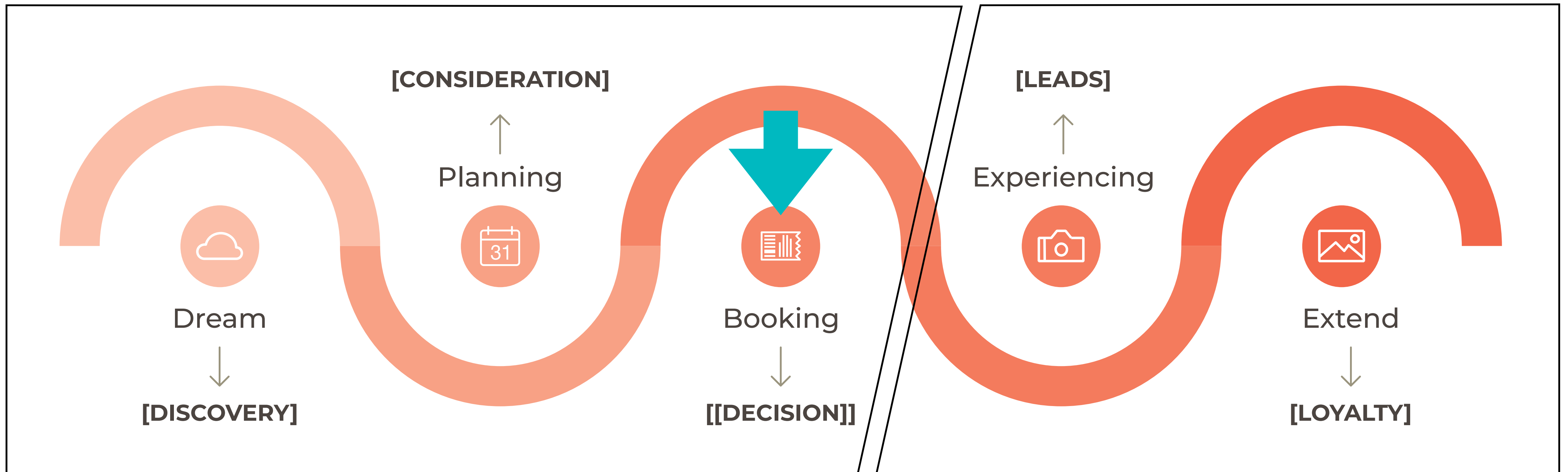


Booking



BOOKING CYCLE

LOYALTY CYCLE





Sell, sell and sell



WARNING ⚠️ WARNING ⚠️ WARNING ⚠️ WARNING ⚠️ WARNING ⚠️

Our booking system is the best one. Period.

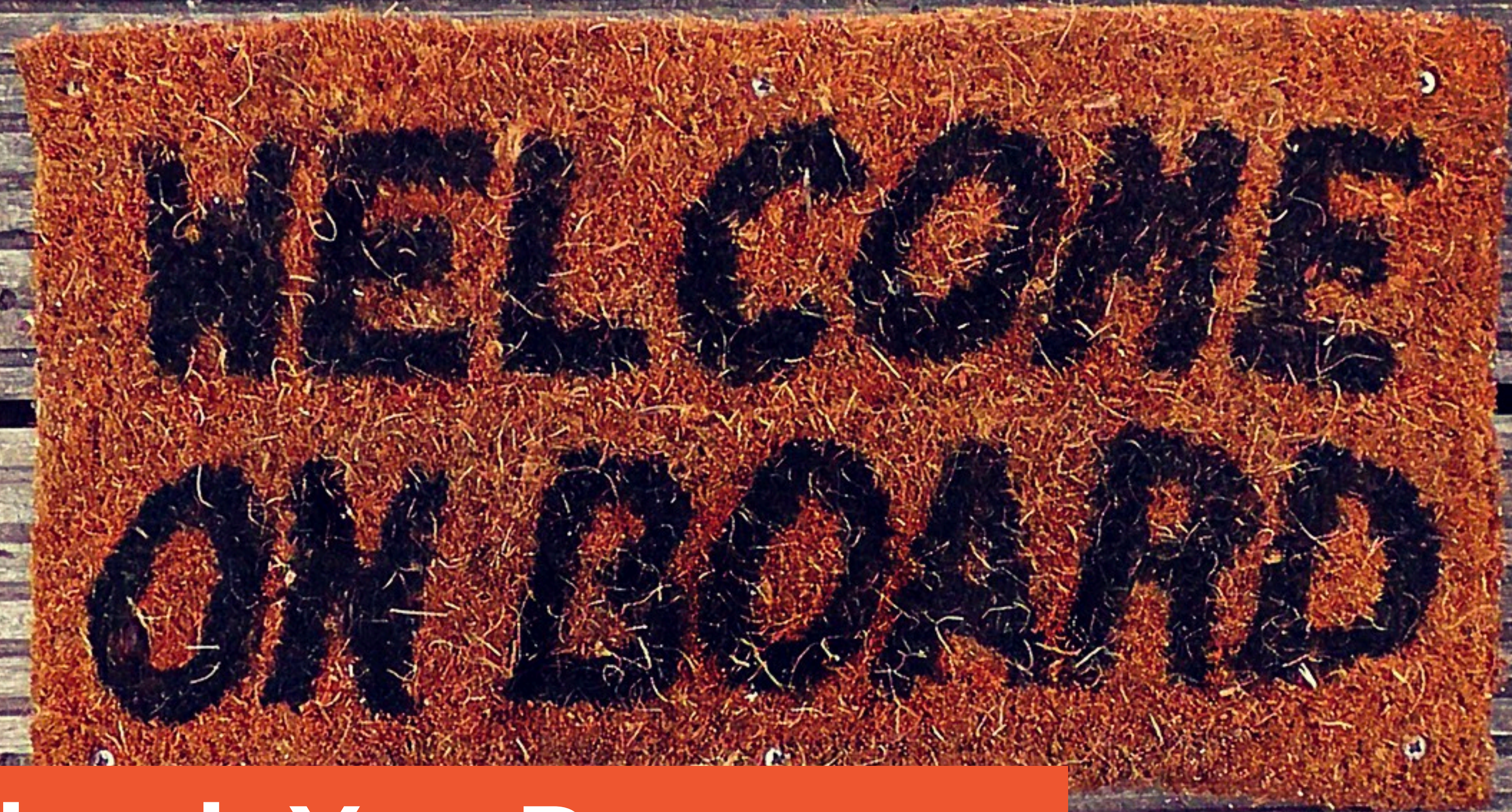


**Help them to buy
mail, telephone, chat, faqs,...**

A close-up photograph of a hand pulling a brass door knocker on a white door. The knocker is ornate and has a rectangular plate. The hand is positioned to pull the knocker towards the viewer. The background is a white door with decorative panels.

Insist

Discounts, retargeting,...



Welcome. Thank You Page

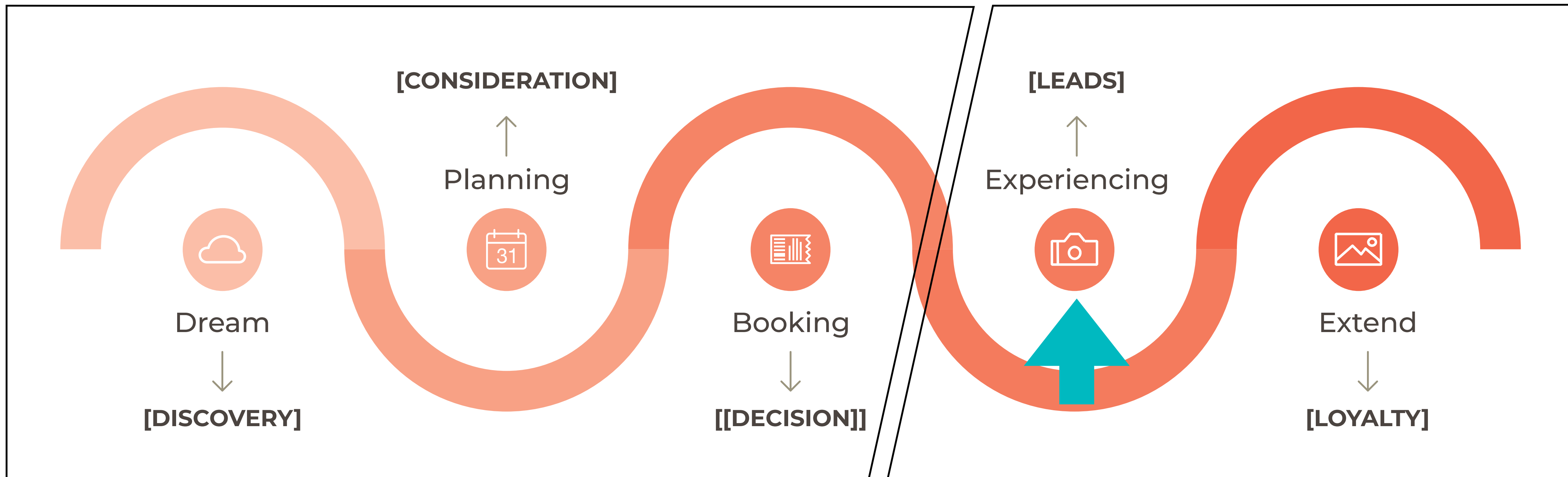


Experiencing



BOOKING CYCLE

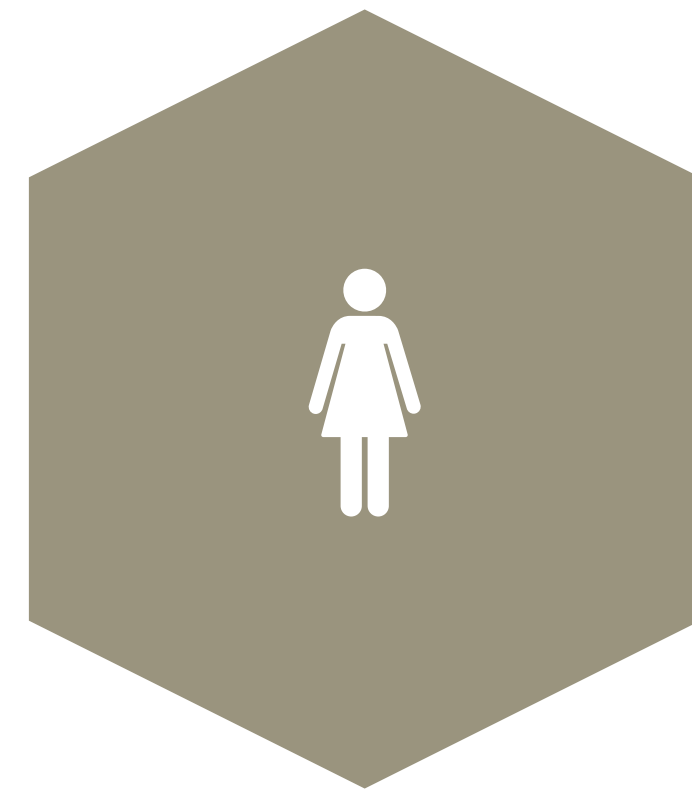
LOYALTY CYCLE



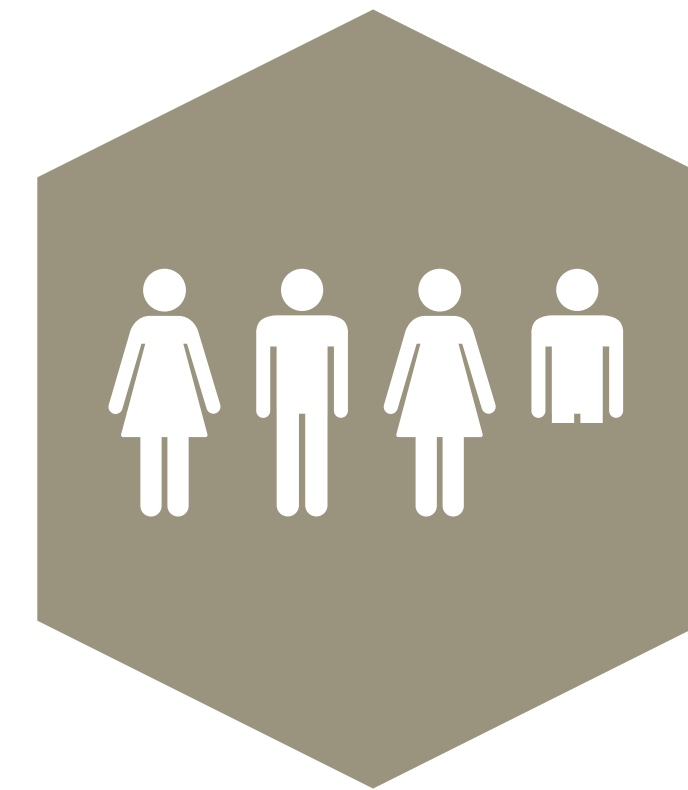


Opportunity: be my lead, babe

As many leads as possible

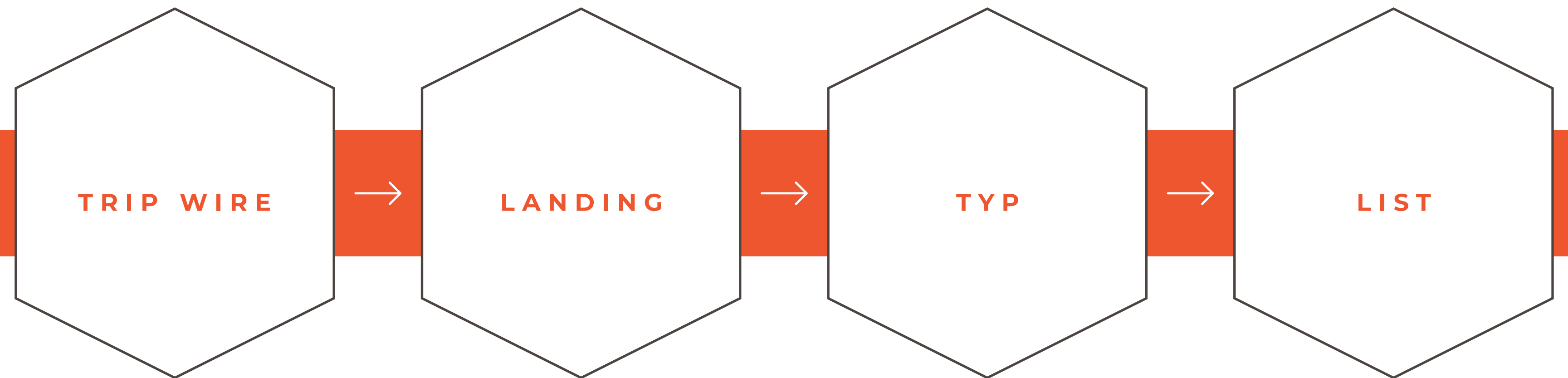


BOOKING



VISITORS

Capture leads



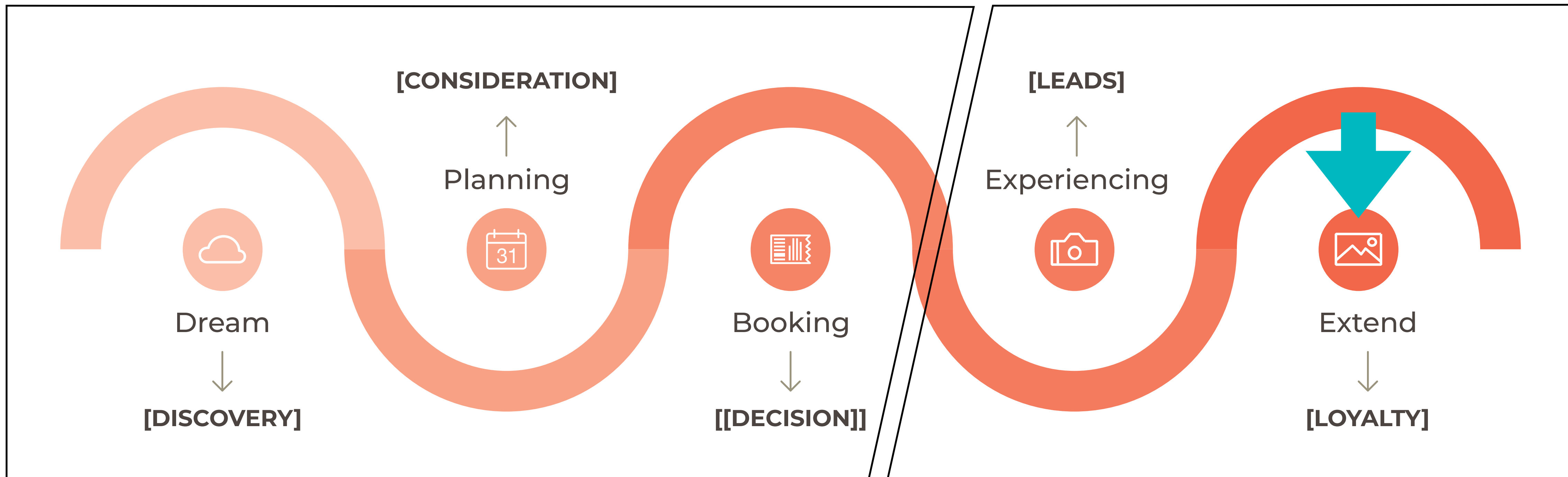


Extend



BOOKING CYCLE

LOYALTY CYCLE



A top-down view of a dining table with several wine glasses filled with red and white wine. A person's arm, wearing a watch, is visible on the right side of the frame. The table is set with white plates and a wooden cutting board with food. The overall atmosphere is warm and social.

Connect and sell more wine



**The real money of wine tourism
begins when the visitor leaves
your winery**



Your DTC channel



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