



Mission

Portare sulle tavole di tutto il mondo prodotti alimentari che uniscono la grande tradizione italiana del buon cibo con la ricerca di gusti innovativi, ai massimi standard di qualità. È la missione di Ponti che, dal 1867, è un leader riconosciuto a livello internazionale nella produzione di aceti, sottaceti e sottoli, condimenti e sughi pronti.



PONTI'S MISSION

Bringing to the whole world's tables top-quality foods that combine the italian culinary tradition and the research of ground- breaking flavours. This is Ponti's mission as an internationally-acknowledged leader in the production of vinegar, pickled and in oil foods, dressings and ready- made sauces since 1867

TRANSLATION ISSUES

- It was difficult to find a proper translation for «sottaceti» and «sottoli» because English vocabulary concerning food is not as wide and specific as the Italian one.
- We had to convey the idea that referring to Italian cuisine in the English culture usually implies higher food quality.
- We used the verbs in the infinitive form to maintain the typical style of mission statements and to adapt T1 to the syntax required by L2 (wide use of the –ing form).
- We took advantage of L2's tendency of using compound adjectives (i.d.: top-quality, internationally-acknowledged) to shorten T2 and make it more effective and straightforward according to L2's standards.