



SMG[®]

STUDIO MORETTO GROUP

SMG[®]

UK TRANSLATIONS LTD.



STUDIO - INTERPRETI - MILANO

1990

SMG FOOD

With many years of experience in the **agri-food sector** the multinational agency Studio Moretto Group offers a full range of language services under its brand **SMG Food**.

Since 1996, we have supported companies and institutions in the large-scale distribution, Horeca and agricultural sectors with the provision of **multilingual translation, interpreting and content management services** guaranteed by ISO 17.100 and ISO 9001 international quality certification.

SMG Food offers native speaker expert translators in offices around the world, with over twenty years' experience in **agriculture, food and catering** terminology:

a consolidated team that enables you to communicate with foreign audiences through customised and certified **multilingual translation** services provided in any written, spoken or audiovisual format.

LANGUAGE SERVICES

- ◆ Specialist translation
- ◆ Interpreting
- ◆ Terminology research
- ◆ Text localisation
- ◆ Page-setting
- ◆ Subtitling
- ◆ Conference and simultaneous interpreting systems

CERTIFIED SERVICES



ISO 17100 certification attests to the quality of our language and translation services



UNI 10574 certification attests to compliance with the 'Definition of services and activities of translation and interpreting companies'



The certification of compliance with the UNI 15038 Standard 'Translation Services' attests to the quality of our translation services



Studio Moretto Group is certified by URS Italia, a company accredited by the Accreditation Body UKAS



SMG was a selected partner for Expo 2015

SMG offered its professional translation, interpreting and event organisation services for the agri-food industry as an official partner for Expo 2015.



SOME OF OUR KEY CLIENTS IN THE SECTOR

- Ambrosi S.p.A. (IT)
- Blue Sky Botanics Ltd (UK)
- Regione Lombardia (IT)
- Regione Valle d'Aosta (IT)
- Veneto Region (IT)
- Unioncamere Sicilia (IT)
- Esselunga S.p.A.
- Elios Group SA (FR)
- SMG Meeting Srl (IT)
- Distillerie Franciacorta S.p.A. (IT)
- Gruppo La Piadineria Srl (IT)
- Caffè Cagliari S.p.A. (IT)
- Cantina Bellavista S.p.A. (IT).
- Serum Italia S.p.A. (IT)
- Sodexo Italia S.p.A. (IT)
- Grandi Molini italiani S.p.A. (IT)
- Prodotti Stella S.p.A. (IT)
- Macinazione Lendinara S.p.A. (IT)
- Casearia Bresciana Ca.Bre SCA (IT)
- Prontofoods S.p.A. (IT)
- G.A.T. S.p.A. (IT)
- Adesso Pasta Srl (IT)
- BeFood Srl (IT)
- Agri Trade Srl (IT)
- Centro Studi Assaggiatori (IT)
- Foodex Srl (IT)
- Istituto Nazionale Espresso Italiano Srl (IT)
- Lattughino Srl (IT)
- Marangoni Cioccolato Srl (IT)
- Risto Team Srl (IT)
- San Giorgio Srl (IT)
- Za.Be. Srl (IT)
- BRE.Ma Group Srl (IT)
- Pastificio Gaetarelli Srl (IT)
- Consorzio Granterre Scrl (IT)
- MEGGLE GmbH & Co. KG (DE)
- Nestlé Italiana S.p.A. (IT)
- Fratelli Pagani S.p.A. (IT)
- Salumificio Vitali S.p.A. (IT)

CASE STUDY

MILAN EXPO 2015: ORGANISATIONAL SUPPORT AND LANGUAGE SERVICES FOR UNIONCAMERE SICILIA AND REGIONE LOMBARDIA

On **1 May 2015**, the **World Expo**, which takes place every five years, began in Milan, this edition on the theme '*Feeding the Planet: Energy for Life*'. As many as 137 countries participated as exhibitors and there were more the 22.2 million visitors from all over the world in the six months of the exhibition.

SMG Food provided **language, communication and event planning services** for the projects and conferences held during the Universal Exposition by two major public bodies - **Regione Lombardia** and **Unioncamere Sicilia**.

Specifically, in the case of Unioncamere Sicilia, we provided organisational and linguistic support for the project '*Your Gate to Sicilian Excellence*', aimed at promoting traditional and fine quality Sicilian products.

Studio Moretto Group provided **translation services** in English, Spanish, French and German for all the written information on the project, as well as **interpreting services** at its stand in the Italy Pavilion at Milan Expo 2015, for meetings pitching Sicilian agri-food products to international buyers. Our **142 hostesses and stewards** attended all the events, providing linguistic and organisational support.

There were also:

- **11 exhibition areas and workshops** around Sicily
- **6 incoming missions** in various provinces to promote contacts with entrepreneurs in the agri-food sector
- **1 video reportage** featuring the numerous photographs and interviews gathered during the various meetings.



MILANO 2015
NUTRIRE IL PIANETA
ENERGIA PER LA VITA



UNIONCAMERE
SICILIA

Expo objective: to protect the **the right to healthy, safe and sufficient food** for all people on Earth, whilst respecting the sustainability criterion in the exploitation of the planet's resources.





In support of the Lombardy Regional Authority, Studio Moretto Group helped to **organise several international conferences** including one relating to the *Rurbance project*, held on 6 May 2015 in the Italy Pavilion. The project studied and developed a sustainable economic development model combining the dynamism of metropolitan areas with the potential of natural resources and know-how from rural and mountainous areas.

The Regional Authority entrusted SMG Food with the **numerous interpreting services** during the various meetings, as well as the creation of coordinated graphics and the **preparation of press reviews** in English and Italian.

Due to the institutional nature of the conference, the **specific terminology of the agri-food sector** and the complexity of the topics covered, the experience and professionalism of our specialised translators was essential to ensuring the international success of the event for our client.



- Over 14'000 hours of work
- 142 hostesses and stewards
- Institutional language and terminology



CASE STUDY

DAC S.P.A.: LANGUAGE RESEARCH FOR FOOD TERMINOLOGY TRANSLATED AD HOC

Since 2016, Studio Moretto Group provides language services under its brand SMG Food to **DAC S.p.A.**, a leading Italian food distribution company for the catering industry.

For example, we were responsible for the **English translation of catalogues** detailing the many food products sold by this top quality company. This service required special **terminological analysis**, as most of DAC's food products are typically Italian and are unique to Italian tradition and culture, and therefore are unfamiliar to foreign readers. Many of the ingredients used, such as some types of meat and fish, had never been officially translated before.

It is precisely in cases like this, where there are no previous versions to refer to, that extensive research is needed to produce **ad hoc translations** by identifying the **most appropriate vocabulary** that best describes the products to potential foreign consumers.



For DAC S.p.A. we were responsible for the translation of catalogues including terminology relating to some **food products that had never been translated before.**





When it comes to top language services, **quality** and **accuracy** must go hand in hand, as they are among the defining factors that companies like DAC take into consideration when choosing a service provider. The extensive experience of Studio Moretto Group's specialised translators guaranteed full satisfaction for our client, offering **creative and effective translations**, all **within the tight deadlines** required.

A further bonus of our language services for the catering sector is the **great variety of digital formats** we can work with for our translations. In the case of DAC, we used state-of-the-art CAT Tools to **translate, revise, adapt and page-set** the texts in **InDesign documents**.

- **Translations of food products never translated before**

- **Strict deadlines**

- **Variety of formats managed**



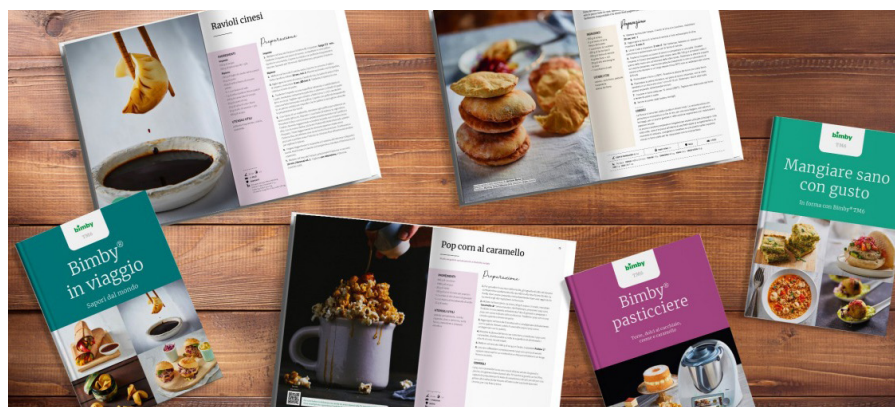
CASE STUDY

VORWERK ITALIA: SIMPLE, INTUITIVE AND APPEALING RECIPE TRANSLATIONS

SMG Food has been delivering translations for **Vorwerk Italia** since **2015**, specifically for recipes that can be made using the “Bimby”, a multi-purpose food processor that has been a massive success in Italy and around the world.

Translating recipes requires in-depth study, not only to **select the most suitable terminology** and **localise content** in line with the traditions of the target country, but also to adapt the text to the criteria of expressiveness and immediacy, which are essential to consumer engagement.

Vorwerk requires **urgent translations** in the following languages: English, Italian, French and Spanish. Our specialist translators apply all their expertise to produce **intuitive, simple and engaging translations**, which can be easily followed and succeed in sparking the curiosity of everyone who likes to cook.



- Criteria of expressiveness and immediacy
- In-depth terminological analysis



CASE STUDY

ISTITUTO NAZIONALE DI ECONOMIA AGRARIA: SPECIALISED INSTITUTIONAL LANGUAGE IN THE FIELD OF AGRICULTURE

Studio Moretto Group's SMG Food was the official language service provider for **National Institute of Agricultural Economics (INEA)** from 2009 to 2015, when it was merged with the Council for Agricultural Research and Analysis of Agricultural Economics.

The work of the institute concerned research in agriculture, rural development and the environment. In particular, it analysed and made numerous proposals on important aspects of Food Safety and Food Security.

The texts entrusted to SMG Food were mainly public and legal documents, reports on conferences, assemblies, meetings, in addition to the annual report and all the material of dissemination and communication for INEA's relations with other Italian and EU governing bodies and organisations.

These **translations**, requested in Italian, English, French, Spanish, Portuguese, Russian and German, featured very **technical, complex** and **specialised institutional language** used in the **agricultural industry**, which required native speaker translators with **many years of experience** in both the agricultural and legal sectors; a profile that perfectly matches the specialists in SMG Food.

The expertise gained from working directly in the agri-food industry through our project SMG Meeting and other Studio Moretto Group brands including SMG Legal, was an essential added value that ensured full client satisfaction, providing **translations for the agri-food industry** that were always polished, precise and delivered on time.



Food Safety: food health and hygiene control

Food Security: policies to meet national food needs, guaranteeing maximum production efficiency while safeguarding the environment.



CASE STUDY

WINERIES OF LAKE GARDA AND LAKE ISEO: TRANSLATIONS FOR THE BEST IN ITALIAN WINE

Studio Moretto Group was founded in Brescia, Italy, mid-way between Lake Iseo and Lake Garda; this area is celebrated in the food & wine industry for producing some of Italy's finest wines, such as the famous Franciacorta.

As a language service provider, in addition to our internationality and inclination towards other languages and cultures, we also harbour a great love for our home territory, which is embodied even more clearly in our brand **SMG Food**. Providing our services to numerous local wineries such as **Gardastore** (since the early 2000s), **Cantine Avanzi**, **Berlucchi**, **Ca' Maiol** and **Famiglia Olivini**, has allowed us to bring together these peculiar features of SMG.

We have delivered **translations of local wine labels and descriptions, winery presentations and regulations** from Italian into several languages including English, French, German, Spanish, Russian, Portuguese and other lesser-spoken languages such as Polish and Swedish.



The **wines typical of the region** home to SMG include: Botticino, Capriano del Colle, Cellatica, **Franciacorta**, **Garda classico**, Garda bresciano, **Lugana** and San Martino della Battaglia.





Over the past decades, our translators have worked together to create and maintain an extensive **glossary for the food & wine sector**, which is still today a very useful reference for SMG, allowing us to **optimise delivery times** while guaranteeing **maximum linguistic accuracy**.

Based on our in-depth experience gained in this field over the years, the **Veneto Regional Authority** also referred to Studio Moretto Group, assigning us translation services for all the wineries featured in its projects to protect the local brands that it sponsors, including the producers of wine varieties such as Valdobbiadene and Soave.

Another service provided by SMG Food for local wineries and wine producers is **simultaneous and consecutive interpreting** for industry conferences and numerous tours to local wineries.

- **Internationality and love for our home territory**

- **Simultaneous and consecutive interpreting**

- **Glossary for the food & wine sector**





TRANSLATING YOUR **WORDS**
INTO A BETTER **FUTURE**



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www.smglanguages.com