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A STANDARDIZED APPROACH TO MENU TRANSLATIONS



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A Standardized Approach to Menu Translations

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Abstract

When we open a menu at a restaurant we are faced with a series of culinary terms which convey a great amount of cultural and technical information. Poor-quality menu translations usually diminish the value of that worthy information, causing a negative effect not only on restaurants' image but also on the tourist industry. The aim of this study is to develop a Standardized Approach to Menu Translations, that is, a set of standard steps to be followed when menu translations need to be carried out. Focusing on translations from Spanish into English, the research was conducted on the analysis of 100 Majorcan menu translations in order to test the practicality of the approach and to assess the quality of the translations obtained by its application.

Keywords: English for tourism, menu translation, culinary terms translation

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1. Introduction

Since the outbreak of globalization, and because of the outstanding development in the technology of communications, multiple changes have rapidly appeared, affecting our day-to-day life worldwide. The use of internet, Facebook, WhatsApp, Twitter or Instagram in our daily activities has evolved in a global market where English language is paramount as a lingua franca. Furthermore, through the increasing use of mobiles (and its infinite number of applications) mass communication has entered deeply into people lives all over the world, offering an immense variety of cross-cultural product or services; being the tourist industry one of the most prominent fields affected; according to Eurostat, 54% of European e-shoppers bought or ordered travel and holiday accommodation services in 2019 (Eurostats, 2020).

Translation studies have a great importance and are essential for almost every sphere of our current globalized world. Related to this, English as the language for tourism has become of much interest in the field of linguistics' research. According to Talaván, "this area of specialization includes a whole universe of activities that can take part in a tourist process at a certain point: travelling, culture, art, gastronomy, lodging, sports, etc." (Talaván, 2011, pp. 54-55). Within that "whole universe" food stands out, demanding particular attention, as it is remarked by Chiaro and Rossato in their article regarding the relationship between food, culture and translation: "our awareness of its economic, cultural and social significance cannot be disregarded" (Chiaro & Rossato, 2015, pp. 237). Similarly, Li asserts that "the increased interest in gastronomy in today's cosmopolitan society has led to a growing demand for the translation of cookery books, food-related TV series, ..., food labels and restaurant menus" (Li, 2019, pp. 1). Over the analysis of the features concerning food and translation we realized that the closer we get to the discipline, the more polyhedral the phenomenon becomes, arising new sides and edges every subfield we encounter. Focused on menu translations, this reflection triggered the idea of defining not only the main characteristics of the professional subfield task but also the blurred areas close to its edges and corners.

Translation studies have achieved great improvements in the gastronomy field: dozens of excellent translations of cookery books are published nowadays, within a flourishing industry (an up-to-date search for cookbooks at Amazon.com shows 90.000 results), as well as a lot of food-related TV series are currently highly dubbed or subtitled. However, we still find available thousands of poor-quality menu translations, where not much progress is observed. The aim of this research is to focus on this particular phenomenon.

When we open the menu at a restaurant we are faced with a series of culinary terms which convey a great amount of cultural and technical information, including classic names of typical local or international dishes, their ingredients (which unfold a world of food and beverages vocabulary), technical terms of cooking procedures (which belong to the daily tasks of the gastronomy industry), and also a great amount of neologisms (made up by the chefs in order to catch diners' attention and make them choose and taste their culinary pieces of art). Taking all this into account, and speaking in practical terms, is the translation of "Calamares a la Andaluza" into "Andalusian Calamari" faithful enough? As the term *Andalusian* does not explicitly convey as much meaning as the term *a la Andaluza* (or at least the culinary meaning, vital for the dish translation), a lot of the semantic value is lost and will never be understood by the menu's reader if the translator does not find the way to transmit it.

Regarding the study of menu translations, many scholars have contributed to the field, pointing out multiple aspects to be taken into account. Focusing on translations from Catalan or Spanish into English, Fallada studied dish translations in the Tarragona area. She compared samples from 1970s and 1980s with 1990's ones, approaching her work on "how functional menu translations are" (Fallada, 1999, pp. 128). On the other hand, Fuentes-Luque concentrated his work on the quality of menu translations in Andalusia, aiming to identify "the main type of errors found in this key kind of texts" (Fuentes-Luque, 2017, pp. 178). Besides, Li, whose work analyzed menu translation of Chinese dishes, affirms that "restaurant menus and their translations are hybrid texts, which are informative and also operative with an advertising function" (Li, 2019, pp. 2) and argues that "words and images can contribute equally to

create meaning through diverse media formats" (Ibid., pp. 11); her study was rather intended at developing a "theoretical framework to facilitate menu translation" than at analysing "specific translation error types" (Ibid, pp. 3).

Another important aspect to be observed is that many scholars explicitly claim that professional translation is essential for the achievement of any improvement in the field: Fuentes-Luque states that "menus should offer professional, quality, error-free translations" (Fuentes-Luque, 2017, pp. 180), Li asserts that "menu translation has remained a peripheral area of professional translation" (Li, 2019, pp.3) and should be studied much deeply, and Fallada's study is also based on the importance of "professionalism of translators" (Fallada, 1999, pp. 128), as a crucial factor for the quality of menu translations.

After a close study of the scholars' works alluded above, and according to the wide scope of manifold problems addressed by them (functionality of the text, use of specific vocabulary, handling of culturally specific matters, typical translation errors, professional translation criterion, etc.), it is evident that menu translations demand a global viewpoint to tackle the whole picture of related general problems so as to achieve the most faithful translations possible.

1.1. Objectives and methodology

The aim of this study is to develop a Standardized Approach to Menu Translations, that is, a set of standard steps to be followed when menu translations need to be carried out, particularly oriented to help translators to improve the quality of the translations of culturally specific dish names, cooking methods, culinary terms, and dish descriptions of typical Spanish food. An additional objective of this study is to validate the standardized approach through an analysis of the quality of the translations obtained by its application, considering their functionality, faithfulness and properly vocabulary.

Through the analysis of a corpus of 100 Majorcan menu translations from Spanish into English, available online at their respective restaurant's web pages, a sample of 100 poor-quality dish translations (text fragments, representative of the typical errors) will be selected. It should be noted that

Majorca is not only chosen because of being a reference token of the most developed Spanish tourist industry, but also for its cosmopolitan society, where English language is used daily as a lingua franca.

A Standardized Approach to Menu Translations especially designed for this research will be applied to the whole sample, in order to test its practicality. A new 100 revised set of menu translations is to be obtained from this process.

So as to evaluate if the 100 revised menu translations result more functional than the 100 original ones, a set of questionnaires will be designed in order to assess the quality of the translations with regard to "correspondence of content", "intelligibility", and "professional-looking degree".

Each questionnaire will consist of 5 text fragments and their corresponding pairs of translations (original/revised), which will be presented to the informants accompanied by a set of 5 questions to be answered. As the original sample contains 100 text fragments, 20 different questionnaires will be designed, according with text fragments 1-5, 6-10, 11-15, and so on, respectively. This is an example of the format the questionnaire will have:

QUESTIONNAIRE TO EVALUATE MENU TRANSLATIONS´ QUALITY

Questionnaire 1 - Text Fragment 1 - Read the following translations:

Translation A (TA)	Translation B (TB)
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Read the following statements and rate them from 1 to 5 regarding your agreement; being: 1. strongly disagree 2. disagree 3. agree 4. much agree 5. strongly agree

a) Text's message is clear and easy to understand.

TA 1 2 3 4 5 TB 1 2 3 4 5

b) The text looks complicated; more information would be of help.

TA 1 2 3 4 5 TB 1 2 3 4 5

c) Some parts of the text seem to be translated word by word.

TA 1 2 3 4 5 TB 1 2 3 4 5

d) Grammar and vocabulary seem to be properly used.

TA 1 2 3 4 5 TB 1 2 3 4 5

e) The translation seems to be done by Google Translate.

TA 1 2 3 4 5 TB 1 2 3 4 5

The researcher has contacted 20 restaurant clients, all of them English speakers. Every informant has received and answered only one questionnaire.

The informants were told that the purpose of the research was to evaluate the reaction English speakers have when they face menu translations done by different translation approaches.

1.2. Structure of the research

Once we have set the objectives and methodology of the research, this study will display the different phases and stages the investigation will go through to accomplish our particular goals.

First of all, we are going to make a literary review on the theoretical framework regarding translation studies in general, and menu translations in particular, to acquire a deeper insight on the topic.

Secondly, we are going to describe in deep matters regarding format, contents and timescale of the research; giving an extended explanation of the methodologies and methods used to address the overall purposes of the academic study.

Finally, this paper will focus on data analysis (to sift through the outcomes of the research) and discussion of findings (to see if the research question was confirmed/refuted), to finish drawing conclusions and reporting the results of the research.

2. Theoretical framework

Whenever we focus on the analysis of the intricacies implied throughout the course of translation we realize that the success of the enterprise does not only depend on a good command of the two languages involved but also on a series of aspects to be taken into account regarding the context and purpose of the translation, the nature of the text, its particular value (literary, historical, commercial, scientific, etc.), and the ability of the translator to understand the source text (ST) well enough to convey it in such a way that the most of the ST information appears in the target text (TT). Furthermore, every time we get on with a particular translation, we have to take into account some subjacent difficulties that always come to the surface during translation process.

Firstly, as Culler states, "each language articulates or organizes the world differently" (Culler, 1976, pp. 21), which contributes to the complexity of the task as the translator needs to be particularly precise to build solid bridges from different structured linguistic grounds. Besides, as languages are living organs which suffer continuous change, the translator needs to be in continuous contact with them, so as to keep a good linguistic competence to be able to achieve a faithful translation.

Secondly, when the translator goes deep inside the ST (for the better understanding of its content), some concepts that at first appears to be simple (regarding the SL) many times result of great difficulty to depict with the TL. Moreover, all along the journey from the ST to the TT, the translator has to make decisions whether to keep closer to the ST cultural and linguistic features (adopting a source-oriented approach) or to make noteworthy changes on the ST to make the reader understand complex concepts of the source language (or even nonexistent in the target language) by using or alluding to cultural and linguistic features of the target language (adopting a target-oriented approach).

Thirdly, concerning the pursuit of the most possible faithful translation, some typical questions always arise: how do we know that the translation is well enough?, when should we consider the translation ready? how do we assess the quality of the translation? In that regard, Baker affirms that "every translation

has points of strength and points of weakness and every translation is open to improvement" (Baker, 2011, pp. 7); hence, the translator should be in constant effort to define that "weak points" and develop specific strategies to tackle them.

But above all, it could be said that the most intrinsic complexity of a translation relies on how to manage meaning matters. According to Baker "the lexical meaning of a word or lexical unit may be thought of as the specific value it has in a particular linguistic system and the "personality" it acquires through usage within that system" (Ibid., pp. 12). Related to this, many scholars have worked on the analysis of lexical meaning so as to describe its components (Cruse, 1986; Halliday, 1978; Zgusta, 1971; Leech, 1974). Cruse distinguished four main types of meaning in words and utterances: prepositional meaning (what the word states, describes or refers to), expressive meaning (related to the feelings or attitudes the speaker wants to transmit), presupposed meaning (regarding the functional or semantic restrictions words embrace; "we expect a human subject for the adjective *studious*" (Baker, 2011, pp. 14), and evoked meaning (which arises from dialect and register variation; *dialect* refers to a variety of language of a particular community of speakers and *register* to a variety of language used in a particular conversational context).

2.1. Food, culture and translation

Among many translation challenges and particularly connected to our research, the difficulty of translating culture-specific concepts is worthy of remark. In this respect, Baker states that "the source-language word may express a concept which is totally unknown in the target culture. The concept in question may be abstract or concrete; it may relate to a religious belief, a social custom, or even a type of food" (Ibid., pp. 21). Therefore, if the translator does not handle this semantic units thoroughly, their value and richness could be lost, greatly affecting the quality of the translation.

With regard to food and translation, a proper handling of this culture-specific terms becomes essential and neuralgic, as any substantial mistake would cause great damage on the TT; i.e. a bad translation of an ingredient in a recipe, or the omission of an allergen in a menu translation. In this respect, Orel

(2013) sheds light on this phenomenon stating that there is a close relationship between language and food, where the mouth plays an instrumental role not only as a means of expression but also for reception and tasting. Considering this remark, every time the translator faces a dish translation, an immeasurable palette of tastes and feelings from different peoples and cultures can arise. Besides:

The more ingredients, the more complex the situation becomes, and sometimes a dish is near impossible to translate because of its cultural specificity. Mostly, such names of dishes are kept in the original, like *polenta* or *sushi*.

(Orel, 2013, pp. 4)

This cultural specificity results in a demanding task for the translator who needs to be accurate enough to convey all that meaning (often hold in a single word of the ST) by enhancing the information in the TT. Although food is usually deemed as "universal", the problem of untranslatability many times arises with dish translations, as "food proves a sort of cultural litmus test, both conceptually and linguistically" (Desjardins, Cooke & Charron, 2015, pp. 257).

Special attention should be paid to food and translation for the tourist industry. As aforesaid, due to the use of English as a lingua franca in international tourism and travel services, English for Tourism and Hospitality Purposes has become a particular field of much research. Giving a valuable insight into the subject, Gandin alludes to Dann (1996) to describe "a series of properties and techniques that are typical of the language of tourism" (Gandin, 2013, pp. 326). She highlights particular properties of the field (lack of sender identification, monologue, use of hyperbolic language, tautology of stereotypes and pre-packaged expectations about the destination), its specific verbal techniques (comparison, humour, testimony, ego-targeting) and common visual techniques (colour, visual cliché, connotation procedures). Likewise, tourism discourse has its special features. According to Talaván (2011, pp. 54), "all tourist texts share a series of common characteristics regarding vocabulary, predominantly optimistic, with a great deal of positive connotations". She also alludes to the use of euphemisms (*low-cost* instead of *cheap*), politically correct terms (*challenged* community instead of *handicapped* people), intensifying adjectives

and adverbs (*uniquely, magnificent, luxurious*) and positive nouns (*paradise, excellence*); as a strategy to coat the text with a noticeable perfume of positivity and optimism. Talaván remarks aspects regarding register as well: while tourist texts in Spanish are often too informal, English ones tend to be more formal, using a great amount of politeness markers.

2.2. Translation strategies

Since its origins, translation studies have dealt with all the aforementioned problems, developing multiple strategies to tackle and overcome them. In order to enhance our perspective on these matters, we are going to point out some of the general strategies used by professional translators.

According to Baker (2013, pp. 26-37), the following are some of the main strategies used for dealing with various types of non-equivalence:

- *Translation by a more general word (superordinate)*, used to surmount the lack of specificity in the TL; i.e. ST: *shampooing* your hair, TT: *lavando* tu cabello.
- *Translation by a more neutral/less expressive word*, used to convey a concept that does not exist in the TL (as Western "exotic" that has no equivalent in oriental languages); i.e. ST: *exotic* lily, TT: flor de lirio *de una rareza única*.
- *Translation by cultural substitution*, which involves replacing a culture-specific item of the SL by a TL's item which causes similar impact on the reader; i.e. ST: *cream tea* expert, TT: experto en *pastelería*.
- *Translation using a loan word or loan word plus explanation*, particularly common in dealing with culture-specific items, modern concepts and buzz words; i.e. ST: *conservatory*, TT: *conservatory (invernadero)*.
- *Translation by paraphrase using a related word*, used when the concept expressed by the source item is lexicalized in the target language but in a different form; i.e. ST: pandas are *related to the bears*, TT: los pandas *tienen una relación de parentesco* con los osos.

Similarly, Talaván (2011, pp. 39-41) classifies the following translation strategies, particularly oriented to avoid literal translation:

- *Borrowing*, which means taking words directly into the TL; i.e. *software* (in the specialized field of technology).
- *Transposition*, where parts of speech change structures when they are translated; i.e. ST: *relating to*, TT: *con respecto a*.
- *Modulation*, which consists of using a phrase that is different in the SL and TL to convey the same idea; i.e. ST: *shall be subject*, TT: *deberán cumplir*.
- *Reformulation*, often used when translating idioms or culture related terms, consists of expressing something in a completely different way; i.e. ST: *fails without just cause*, TT: *sin causa justificada*.
- *Compensation*, used to convey a concept that cannot be directly translated from the SL to the TL, by adding an item that does not appear in the ST; i.e. the use of "*usted*" in Spanish.
- *Expansion*, when a word or phrase cannot be clearly understood in the TT the translator expands the information of the ST, giving somewhat a further explanation; i.e. ST: *YMCA*, TT: *Asociación Cristiana de Jóvenes (YMCA)*.
- *Neutralization, simplification, omission*. Often used when there are things that need not be translated; i.e. ST: *Minister responsible for finance*, TT: *Ministro de Finanzas*.
- *Equivalence*, sometimes a SL word or expression remains untranslated in the TT, this often happens with proper names or place names; i.e. *Kansas*.
- *Adaptation*, used when we need to reword a sentence and adapt it so that it fits the norms and usage of the TL, consequently the translation becomes freer; i.e. ST: *innavigable*, TT: *imposible de manejar*.

It is worthy of remark that translators usually overlap the use of these strategies, combining them regarding the difficulties the ST presents. To make this clear, Talaván gives the following example:

When we translate *marshmallow fluff* as "*algodoncito de azúcar*", we are using modulation, looking for a similar idea in the TL culture, and "compensation" of meaning, adding the diminutive suffix to increase familiarity; if we had to justify this choice, we

could say that since the Spanish readers are not very familiar with this type of candy, we tried to pick a similar item that could bring about similar connotations to the reader.

(Talaván, 2011, pp. 40-41)

2.3. The field of menu translations

Concerning the academic research on menu translations, many scholars have contributed to the field in the last decades, analysing its main features and exposing new perspectives to define and overcome its common problems. Thus, their work has pointed out multiple aspects to be taken into account.

In agreement with the main aim of our research, and in order to make a deeper analysis of the peculiar difficulties of menu translations, we are going to look over the approaches made by Carmina Fallada, Adrián Fuentes-Luque, Delia Chiaro & Linda Rossato, and Saihong Li; some of the leading scholars in the discipline over which this study was referenced.

2.3.1. Carmina Fallada - Menu translations in the Tarragona area

Aware of the economic and cultural relevance of the Catalan restaurant industry within the regional and national Spanish society, Fallada focused her work on the quality of menu translations from Catalan or Spanish into English. She studied samples from the 1970s and 1980s in comparison to 1990s ones, approaching her work on the functional aspects of menu translations: "whether they fulfill their communicative purposes" (Fallada, 1999, pp. 128). The research was also aimed to check if restaurant owners were informed about the existence of the books on vocabulary for restaurants published by the local government in 1991 as part of an official translation policy.

Fallada analyzed "content correspondence" and "intelligibility" (Ibid, pp. 129), highlighting the strategy of "using a loan word plus explanation" (Baker, 2011, pp. 34) to tackle the difficulty to translate culture-specific terms. She suggests the use of this particular translation criterion for the "cases in which the translator did not know how to render certain words or group of words and left them in the source language" (Ibid, pp. 130). The following is one of her given examples:

Original text in Catalan: Gaspatxo - **Translation into English:** Gaspatxo

Translation "using a loan word plus explanation": "Gaspatxo" (cold vegetable soup)

Fallada worked on the basis that 1990s translations were of lower quality because of the increasing number of non-professional translators' activity, claiming that no improvement could be achieved in the field without a professional approach. She argued as well that "translators must have not only a good command of the languages involved but also good knowledge of the field the text belongs to and some background knowledge about the source and target cultures" (Ibid, pp. 128).

2.3.2. Adrián Fuentes-Luque - Menu translations in Southern Spain

On the premise that "cuisine and restaurants are powerful tools for cultural, social and tourist image-building, and projection for tourist promotion" (Fuentes-Luque, 2017, pp.177), Fuentes-Luque concentrated his research on the quality of menu translations in Andalusia, aiming to identify "the main type of errors found in this key kind of texts" (Ibid, pp. 178).

Demanding a more professional approach to the discipline, Fuentes-Luque affirmed: "considering menu translation as menial, even marginal area of professional translation, not worthy of analysis would equate to ignoring or denying the multifaceted nature of culinary practices" (Ibid); a claim that is still absolutely valid nowadays within most scholars in the field.

To differentiate the most prevalent errors he applied seven categories: grammar, lack of explicitation, literalness, mistranslation, omission, spelling and terminology (Ibid; Hansen, 2009). Given examples of errors of literalness, lack of explicitation and terminology (such as "rape" meaning *a kind of fish* in the ST and *forced sex* in the TT, or "a la marinera", literally translated as "sailor's style") are of great use to understand that the translator has to be familiar with specific cooking methods and culinary terms.

On his analysis on language and menus, Fuentes-Luque suggests that we should take specific note of some formal features regarding menu writing techniques, "including sections in the menu list (appetizers, main dishes), past

participle modifiers (served, broiled, poached, marinated), taste-related adjectives (fresh, tender, savoury, tasty), and the use of plain English" (Ibid, pp. 182). It is worthy of attention the way in which the author proposes all these translation criteria to take into consideration when menu translations are carried out, as a kind of reference guide to improve the quality of the translation.

Making a special reference to Fuentes-Luque professional perspective, on his conclusions he asseverates that a good menu translation should "present customers with a faithful, functional, adequate, quality translation that fulfills its intention" (Ibid, pp. 186).

2.3.3. Delia Chiaro & Linda Rossato - Food and translation

Chiaro and Rossato's article clearly depicts to what extent the increasing interest in food and cooking has provoked an outstanding change in our day-to-day lives. They sharply observed that "as science has gradually percolated into the world of cooking, cooking has been drawn into industry, academia and society at large" (Chiaro and Rossato, 2015, pp. 237). Consequently, the globalization of food production and distribution has caused an extraordinary increase of translations of food-related texts, including worldwide food tastes, cooking techniques, food preservation and food labelling.

Their academic work "presents a variety of approaches to food and translation and considers the multifaceted aspects of this phenomenon both in theory and in practice" (Ibid). Working on the points of convergence between Food Studies and Translation Studies, they affirm that "both cook and translator must examine the original recipe or text, find the right ingredients or words and consider strategies that will make the dish or script appealing to readers or diners" (Ibid, pp. 238). Over the analysis of this idea we could consider that the translator "cooks" something new when he/she translates any text. Therefore, if chefs usually follow a set of standard steps to prepare a particular dish, why translators should not follow a set of standard steps to translate a (menu) text?

A great sample of Chiaro and Rossato's particular viewpoint can be observed in their comparison between translation and fusion cuisine. "What is fusion if not a

translation, or, at the very least, a transcreation?" (Ibid), they reflect. The concept of "transcreation" is not only crucial but also almost unavoidable for translators, who are obliged to reproduce cultural elements of the SL that have no precise equivalents (or many times do not even exist) in the TL.

Also noticeable is the allusion to the problem of translating exotic food that can be considered as untranslatable. Some ethnic groups cook and eat food that others think impossible to eat. "Suffice is to think of octopus and squid, commonly eaten in Mediterranean countries but still capable of producing reactions of disgust in the UK" (Ibid, pp. 240), the authors maintain. Specific translation criteria on how to manage these matters should be defined.

2.3.4. Saihong Li - A corpus-based multimodal approach

Li, whose work analyses three parallel corpora containing 3.000 names of Chinese dishes and their translations from Chinese into English, asserts that "restaurant menus and their translations are hybrid texts, which are informative and also operative with an advertising function" (Li, 2019, pp. 2-3). This statement implies a difficult task for the translator, who should take into account not only strictly linguistic aspects but also cultural and commercial ones to be able to achieve a faithful and effective translation of the dish.

As aforementioned, her study was rather intended at developing a "theoretical framework to facilitate menu translation" than at analysing "specific translation error types" (Ibid, pp. 3). Although at first her proposal seems to contrast Fuentes-Luque approach, it is noticeable that both authors coincide on the idea of developing (regardless of the way) a professional approach to improve the quality of menu translations; just what we attempt to achieve with this piece of research.

Stano's *Semiotics of Food* (Stano, 2016) was fundamental for Li multimodal approach. This food-related translation article, which refers to the way Japanese cuisine has been influenced by new Canadian and American versions of sushi, served as a starting point for her analysis of "translation and transformation" of dishes (Li, 2019, pp. 2). This concept is paramount to our

study, as it symbolizes the challenge that translation of culturally specific dishes entails regarding the difficulty to fix the thin red line that could demarcate a foreignization approach from a domestication one. With reference to Li's opinion on the subject, she emphasizes that "translation with explicitation is a strategy to fulfill the essential criterion of conveying the same degree of information as that understood by native customers of the dish" (Ibid, pp. 13).

Special attention should be paid to Li's allusion to the work of the Chinese scholars involved in the state-approved project to standardize the translation of dish names, who established a framework of reference for their work: identifying some "key gastronomic elements" (Ibid, pp. 4), such as cooking methods, ingredients, appearance, flavours, name of the dish's creator, and geographical origin. Any dish translation should consider these "key gastronomic elements".

After a thorough review on the theoretical framework regarding menu translations we have identified many typical aspects that usually go around those "key gastronomic elements": the complexity of dealing with meaning matters, the difficulty of translating culture-specific concepts, the relevance of a particular skill regarding the use of culinary terms and the language of tourism, and the importance of defining specific translation strategies to tackle and overcome typical errors concerning translation of culinary terms in general and dish translations in particular.

3. Methodology

In order to achieve the main aims of this study, we have drawn lines on the format and contents of the research, so as to focus and delimit as much as possible the variables regarding procedures and data relevance, just as the investigation demands. Consequently, the research design resulted as follows:

a) The specific purpose of the research:

To develop a Standardized Approach to Menu Translations.

b) The research question:

Which particular translation criteria/strategies should professional translators apply to overcome typical errors in menu translations and why?

c) The problem, issue, phenomenon, matter addressed:

- To overcome typical errors in menu translations.
- Translation of culture-specific concepts.
- Translation of culinary terms.
- Food and translation for the tourist/gastronomic industry.

d) The kind of research undertaken (methodologies):

- *Quasi-Experimental*, because the aim of this research is to test if a standardized approach to menu translations would result in a useful tool for professional translation.
- *Mixed Methods Research*, because this research also wants to find out/define which are the key concepts that affect the quality of menu translations and how they could be overcome.

e) The timing and duration of the research:

A short-term research (4 months):

- Stage 1 (1 month): Analysis of a corpus of 100 Majorcan menu translations from Spanish into English to take a sample of 100 poor-quality dish translations (text fragments, representative of the typical errors).
- Stage 2 (1 month): Application of a Standardized Approach to Menu Translations (especially designed for this research) to the whole sample, in order to test its practicality. A new 100 revised set of menu translations is to be obtained from this process.
- Stage 3 (1 month): Making up of a set of questionnaires (specifically designed to assess the quality of the translations obtained from the application of the Standardized Approach to the original sample); and presentation of the questionnaires to the informants (a total of 20 restaurant clients).
- Stage 4 (1 month): Analysis of results; interpretation of findings, confirmation/refutation and explanation of the research question; drawing and reporting of conclusions.

f) Participants:

20 restaurant clients (all restaurants from Mallorca; all participants English speakers).

g) Data-collection instruments:

- Analysis of documentary data (text fragments from menus available online at restaurants' web pages).
- Questionnaires.
- A Standardized Approach to Menu Translations.

3.1. A tailor-made tool for menu translations

Regarding the aforementioned Stage 2 of the research timescale, the researcher has designed a specific approach to standardise menu translations, aiming to develop a practical tool (in the form of guidelines) to help translators to improve the quality of the translations.

According to the general problems we have faced in the linguistic field of menu translations, and taking into account some of the academic suggestions given by the prominent scholars referred above, a general overview of how to approach this phenomenon is described through the following chart:

A STANDARDIZED APPROACH TO MENU TRANSLATIONS					
Every dish translation should include references to:		Paying attention to key gastronomic elements such as:	And consider the following translation criteria:		
			TYPICAL ERRORS	POSSIBLE SOLUTIONS	
A	DISH NAME	Dish creator's name Geographical origin Culturally specific terms Neologisms	1	Grammar	Use of plain English Use of past participle modifiers (e.g. served)
			2	Literalness	Loan word plus explanation
B	COOKING METHODS	Cooking techniques Food preservation terms Kitchen vocabulary	3	Lack of explicitation	Translation with explicitation Use of Semiotics
			4	Mistranslation	
C	CULINARY TERMS	Ingredients Food and drink terms Foreign language cuisine terms	5	Omission	
			6	Spelling	Use of culinary lexicons
D	DISH DESCRIPTION	Appearance Flavours	7	Terminology	Avoid free online automatic translators
<p>Particularly oriented to help translators:</p> <ul style="list-style-type: none"> ◆ to improve the translations of culturally specific terms and technical cooking procedures. ◆ to tackle the typical errors in the field of menu translations. 					

Once presented, we are going to take an in-depth look on the chart, in order to shed light on the main aspects that have influenced its format and content.

First of all, we worked on the "key gastronomic elements" alluded by Li in her work regarding the study of Chinese dish names (Li, 2019, pp. 4), to define

clear boundaries between the main typical parts of the text (menu fragment) to be translated, and fix neat areas (A, B, C, D) to analyse. After the analysis of these parts, and taking into account the works of the scholars alluded in our theoretical framework, we enumerated the most common translation difficulties to overcome (culturally specific terms, cooking techniques, ingredients, etc.), the most typical errors in the field (1 to 7), and some possible solutions to tackle them (loan word plus explanation, translation with explicitation, etc.).

During the process of analysis, we visited a lot of restaurants' web pages, isolating a number of poor-quality dish translations, finding representative examples of the different phenomena alluded in the chart. The following are some of the most illustrative ones:

- Regarding *dish name* translation errors, we found a restaurant who offers a *Chicken Chat*, translated into *Charla de Pollo*. The term *Chat masala*, which should be included in the right translation, refers to a typical Indian spice powder mix (which usually consists of dried mango powder, cumin, coriander, dried ginger, etc.) used to season the chicken to obtain a delicious sweet and sour taste. The culturally specific term *Chat* was confused by the translator with the commonly used verb *chat* (to talk to someone in a friendly informal way). This example not only represents those "inconsistent translations of ingredients and cooking methods" related to "dishes with culturally specific names" (Li, 2019, pp. 1), but also the lack of ability to manage with "kitchen vocabulary" of foreign exotic cuisines, such as Hindi or Thai (Fuentes-Luque, 2017, pp. 182). Besides, it appears to be a perfect sample of a translation done by a "free online automatic translator" (Ibid, pp. 180).

- Regarding *cooking methods* translation difficulties, there is a fine restaurant specialised in delicacies from Brittany whose menu displays *The Potence Corner (Sirloin flambéed with whisky served with rice, selection of sauces, fries)*, translated into *El Rincón Potence (Solomillo flambeado con whisky y arroz, diferentes salsas y patatas fritas)*. After a thorough online search, we find that "potence" (meaning "gallows") is a French cuisine term which refers to a fine cooking method where the meat hangs over the fire. Once aware of the

meaning of the word "potence", we concluded that the word "flambeado" does not convey such a specific amount of culinary information. "Sometimes, particularly at high-end restaurants, menu items tend to be cryptic" (Fuentes-Luque, 2017, pp. 180), and this is a typical case. It is worthy of remark that the lack of explicitation, and the problem of literal translation of a cultural-specific term, would be solved using a loan word plus explanation (Fallada, 1999).

- Regarding *culinary terms* translation phenomena, we retrieved a sample from a stylish restaurant which exposes the dish *Merluza de pinxo en salsa verde con bimis salteados*, translated into *Hake in green sauce with sautéed bimis*. At first glance, it seems to be a faithful translation. However, it shows a loss of culinary informative value, as "Merluza de pinxo" is not a simple "Hake" but a high-quality Galician one, an outstanding culinary product. Furthermore, the culinary value of the term "bimi" (a "hybrid" vegetable which is a combination of broccoli and *Kai-lan*, an oriental cabbage) could be made explicit adding some complementary information in the target text. This dish translation reveals typical errors of literalness, lack of explicitation and omission; where the "cultural uniqueness" (Li, 2019, pp. 13) and richness of some ingredients got lost in translation, without reaching diners.

- Regarding *dish description* translation criteria, one of the oldest local artisan bakery offers a selection of pastries, from which the following stands out because of its peculiar translation: *Ensaimada*, translated into *Ensaimada (Majorca speciality)*. It is evident that although the big effort done by the translator to enhance the cultural/culinary value of the product, the goal was not accomplished. Moreover, the spelling mistake of *Majorca* (instead of Majorcan) denotes a lack of professionalism regarding translation matters. It is worth noticing that the aforementioned concept of "transcreation" (Chiaro and Rossato, 2015, pp. 238) would be of great help to apply to this particular dish translation, where the translator is demanded to reproduce cultural/culinary elements of the SL that have no precise equivalents in the TL.

In conclusion, the confection of our tailor-made tool for menu translations helped us to grasp vital concepts for the accomplishment of our research goals.

4. Data analysis

A corpus of 100 Majorcan menu translations

As aforementioned, we analysed 100 Majorcan menu translations from Spanish into English, available online at their respective restaurant's web pages. Through the analysis, we isolated a sample of 100 poor-quality dish translations (text fragments, representative of the typical errors). Immediately after, we applied the Standardized Approach to Menu Translations (specially designed for this research) to the whole sample, obtaining 100 new revised translations.

In order to display the findings of the analysis in a clear way, a specific chart was designed to expose the particular data of the translations collected together with the explanatory information regarding the translation criteria applied to obtain the revised translations.

The following is an example of the way the data will be displayed in the chart:

Restaurant's ref. #	Restaurant's name	Restaurant's address
Text Fragment	<i>Transcription collected from the original menu available online.</i>	
Original Translation	<i>Transcription collected from the original menu available online.</i>	
Revised Translation	<i>Obtained by the application of the Standardized Approach to Menu Translations.</i>	
Notes	<i>Allusions to errors found.(*) Translation criteria/strategies applied (i.e. translation with explicitation (TWE), use of loan word plus explanation (LWP).</i>	

(*) Regarding:

- key gastronomic elements of menu translations: *dish name* (DN), *cooking methods* (CM), *culinary terms* (CT), *dish description* (DD).
- typical errors found in menu translations: *grammar* (gra), *literalness* (lit), *lack of explicitation* (lac), *mistranslation* (mis), *omission* (omi), *spelling* (spe), *terminology* (ter).

It is worthy of note that we made particular effort to be careful in the transcription of the translations, in order to avoid the corruption of the original text fragments. Furthermore, we made the same emphasis in the transcription of the original errors.

The following is the analysis of the whole corpus:

Restaurant # 1	Salvia Restaurant 07100, Sóller
Text Fragment	PECHUGA DE PINTADA ASADA Trufa, espárragos verdes, sofrito, risotto de Fregola Sarda
Original Translation	GUINEA FOWL BREAST Truffle, green asparagus, spring onions and Fregola Sarda risotto
Revised Translation	ROASTED GUINEA FOWL BREAST With truffle, green asparagus, spring onions sauté and Fregola Sarda risotto (Fregola Sarda is a handmade pasta similar to couscous)
Notes	Errors: DN, CM, omi, <i>asada/roasted</i> ; DD, mis/omi, <i>sofrito/spring onions</i> . Translation: TWE, <i>Fregola Sarda</i> .
Restaurant # 2	Lume & Co 07015, Palma de Mallorca
Text Fragment	Tosta de atún con tartar de tomate, huevas y aroma de jamón ibérico
Original Translation	Row tuna on crispy bread toast with concassé tomato and iberian ham aroma
Revised Translation	Raw tuna on crispy bread toast with tomato concassé, tuna spawns and Iberian ham aroma
Notes	Errors: DD, ter, spe, <i>row, iberian</i> ; DD, CT, omi, <i>huevas/tuna spawns</i> ; DD, gra, <i>concassé tomato</i> (word order).
Restaurant # 3	Kingfisher Restaurant & Bar 07108, Sóller
Text Fragment	Solomillo de Ternera a la Plancha Con crema de pure de patata, verduras a la parrilla, salsa de seta de la morilla
Original Translation	Grilled Beef Tenderloin Accompanied with soft potato pure, grilled peppers, morel mushroom sauce
Revised Translation	Grilled Beef Tenderloin Accompanied with mashed potatoes foam, grilled vegetables and morel mushroom sauce
Notes	Errors: CT, mis, ter, <i>soft potato pure</i> ; DD, mis, <i>verduras/peppers</i> .
Restaurant # 4	L'ambigú 07001, Palma de Mallorca
Text Fragment	Carpaccio de bacalao ahumado En aceite de oliva, tomates confitados y perlas de vinagre balsámico
Original Translation	Cod Carpaccio Of smoked cod in olive oil on crystal bread
Revised Translation	Smoked Cod Carpaccio On crystal bread, with olive oil, tomato confit and balsamic vinegar pearls
Notes	Errors: DN, CM, omi, <i>smoked</i> ; DD, CT, omi, <i>tomates confitados, perlas de vinagre balsámico</i> ; DD, gra, word order.

Restaurant # 5	Tapas de Sa Caleta	07560, Cala Millor
Text Fragment	Parrillada de Pescado Producto fresco de nuestra costa	
Original Translation	Seafood platter Fresh produce from our coast	
Revised Translation	Grilled Seafood Platter A selection of the best fresh produce from our coast	
Notes	Errors: DN, CM, omi, <i>grilled</i> . Translation: DD, TWE.	
Restaurant # 6	Mare Nostrum	07420, Sa Pobla
Text Fragment	Paella a la marinera con marisco y sepia	
Original Translation	Seafood paella	
Revised Translation	Paella "a la marinera" Typical Spanish, this seafood paella includes mussels, prawns and cuttlefish	
Notes	Errors: DN, DD, CT, ter, lac, <i>seafood paella</i> . Translation: DN, LWP, <i>Paella "a la marinera"</i> ; DD, TWE.	
Restaurant # 7	Ca'n Joan de s'Aigo	07001, Palma de Mallorca
Text Fragment	PASTAS	Ensaimada
Original Translation	PASTRIES	Ensaimada (Majorca speciality)
Revised Translation	PASTRIES	Ensaimada Typical Majorcan, this spiral-shaped sweet bread is an artisan delicacy
Notes	Errors: DN, lit, lac, <i>Ensaimada</i> ; DD, spe, lac, <i>Majorca speciality</i> . Translation: DN, LWP, <i>Ensaimada</i> . DD, TWE.	
Restaurant # 8	Rivareno	07181, Magaluf
Text Fragment	Marron glacé El sabor único de marron glacé de Piemonte, en una suave crema de placer	
Original Translation	Marron glacé Delectable candied chestnuts shine against a creamy backdrop	
Revised Translation	Marron glacé The famous Piedmontese confection made from delectable chestnuts perfectly matches with a creamy ice-cream	
Notes	Errors: DN, lit, lac, <i>Marron glacé</i> ; DD, omi, <i>de Piemonte/Piedmontese</i> . Translation: DD, TWE, <i>confection made from, creamy ice-cream</i> .	

Restaurant # 9	Re Organic	07100, Sóller
Text Fragment	DESAYUNO Coca de pimientos y caballa	
Original Translation	BREAKFAST Coca with peppers and mackerel	
Revised Translation	BREAKFAST "Coca" with red peppers and mackerel This typical Majorcan pastry, whose dough includes fine olive oil and beer, is an exquisite baked choice.	
Notes	Errors: CT, ter, lit, lac, <i>Coca</i> . Translation: CT, LWP, " <i>Coca</i> "; DD, TWE, <i>This typical Majorcan pastry...</i>	
Restaurant # 10	Celler Sa Torre de Santa Eugenia	07142, Santa Eugenia
Text Fragment	Milhojas con salteado de setas, confitura de berenjena, queso Brie y All-i-oli de ajo negro.	
Original Translation	Puffpastry with sautéed mushrooms, aubergine jam, Brie cheese and black garlic All-i-oli.	
Revised Translation	Puff pastry with sautéed mushrooms, aubergine jam, Brie cheese and black garlic alioli (garlic and oil dressing)	
Notes	Errors: CT, spe, <i>puffpastry</i> , <i>All-i-oli</i> . Translation: CT, TWE, <i>alioli (garlic and oil dressing)</i> .	
Restaurant # 11	Figueret Restaurant	07440, Playa de Muro
Text Fragment	Frito marinero Sepia, gambas, mejillones, patatas, pimiento rojo y otras verduras.	
Original Translation	Frit mariner Fried seafood, potatoes and peppers	
Revised Translation	Frito marinero A seafood version of the typical Majorcan filling dish called "Frito", with fried cuttlefish, prawns, mussels, potatoes, red peppers and vegetables.	
Notes	Errors: DN, ter, lit, mis, spe, <i>Frit mariner</i> ; DD, omi, <i>otras verduras</i> . Translation: DN, DD, LWP, " <i>frito</i> "; DD, TWE, <i>A seafood version of ...</i>	
Restaurant # 12	Bistro 49	07182, El Toro
Text Fragment	PECHUGA DE POLLO AL CURRY Con arroz basmati y pappadum	
Original Translation	CHICKEN CURRY, basmati rice, and pappadum	
Revised Translation	CURRY CHICKEN BREAST with basmati rice and papadum (typical Indian crispy flatbread)	
Notes	Errors: DD, lac, <i>CHICKEN/PECHUGA DE POLLO</i> ; CT, ter, lit, lac, spe, <i>pappadum</i> . Translation: CT, LWP, <i>papadum</i> .	

Restaurant # 13	Bon Vi Restaurant	07108, Port de Sóller
Text Fragment	Ensalada de la casa con queso de cabra	
Original Translation	House salad with backed goat cheese	
Revised Translation	House salad with baked goat cheese	
Notes	Errors: CM, spe, <i>backed</i> .	
Restaurant # 14	Es Rústic	07330, Consell
Text Fragment	Paletilla de Cordero lechal con Mostaza y Miel	
Original Translation	Baby Got Shoulder with mustard & Honey	
Revised Translation	Baby Lamb Shoulder with Mustard and Honey	
Notes	Errors: CT, ter, mis/spe, <i>Baby Go Shoulder/Paletilla de Cordero lechal</i> .	
Restaurant # 15	Aromata	07012, Palma de Mallorca
Text Fragment	Cochinillo frito con guiso de burballes, remolacha y coles agripicantes	
Original Translation	Fried suckling pig with "burballes" stew, beetroot and hot sprouts	
Revised Translation	Fried suckling pig with a stew of "burballes" (typical Majorcan pasta), beetroot and hot sprouts	
Notes	Errors: CT, ter, lit, <i>"burballes"</i> . Translation: CT, TWE, LWP, <i>"burballes" (typical Majorcan pasta)</i> .	
Restaurant # 16	Wine & Food	07002, Palma de Mallorca
Text Fragment	NUESTRAS PAELLAS CIEGA con carne y mariscos	
Original Translation	HOMEMADE PAELLAS BONELESS SHELLED PAELLA with meat and shelled seafood	
Revised Translation	HOMEMADE PAELLAS PAELLA "CIEGA" with boneless meat and shelled seafood	
Notes	Errors: DN, ter, omi, <i>ciega</i> ; DN, lac, <i>boneless shelled paella</i> . Translation: DN, LWP, <i>paella "ciega"</i> ; DD, TWE, <i>with boneless meat and ...</i>	

Restaurant # 17	Es Torrent de Son Carrió	07540, Sant Llorenç des Cardassar
Text Fragment	Galet crujiente relleno de foie	
Original Translation	Crunchy "Galet"	
Revised Translation	Crunchy "Galet" Typical Majorcan Pasta stuffed with foie gras	
Notes	Errors: DN, ter, lit, lac, "Galet"; DD, omi, <i>relleno de foie/stuffed with foie gras</i> . Translation: DD, TWE, <i>Typical Majorcan Pasta ...</i>	
Restaurant # 18	Es Taller Valldemossa	07170, Valldemossa
Text Fragment	Merluza de pinxo en salsa verde con bimis salteados	
Original Translation	Hake in green sauce with sautéed bimis	
Revised Translation	High quality Galician hake in green sauce with sautéed bimis (broccoli vegetable)	
Notes	Errors: CT, ter, lac, <i>Merluza de pinxo/Hake</i> . Translation: CT, TWE, <i>Merluza de pinxo, bimis</i> .	
Restaurant # 19	Sa Figuera Restaurant	07108, Port de Sóller
Text Fragment	Surtido de raviolis con sobrassada, lengua con alcaparras y botifarrón	
Original Translation	Selection of ravioli with "sobrassada", tongue with capers and "botifarrón".	
Revised Translation	Selection of ravioli with "sobrassada" (typical Majorcan raw, cured sausage), tongue with capers and "botifarrón" (traditional cooked pork blood sausage).	
Notes	Errors: DD, CT, ter, lit, lac, "sobrassada", "botifarrón". Translation: TWE, LWP, "sobrassada", "botifarrón".	
Restaurant # 20	Avocado Club by Lola	07012, Palma de Mallorca
Text Fragment	Piri Piri Tropical Roll California Roll, Atún, Mango, Aguacate, salsa Piri Piri, Tobiko.	
Original Translation	Piri Piri Tropical Roll California Rolls, Tuna, Mango, Avocado, Piri Piri sauce, Tobiko.	
Revised Translation	Piri Piri Tropical Roll California Sushi Roll, with Mango, Avocado, Piri Piri hot sauce and Tobiko (flying fish spawns).	
Notes	Errors: DD, CT, lit, lac, <i>Piri Piri sauce, Tobiko</i> . Translation: TWE, <i>Piri Piri hot sauce, Tobiko</i> .	

Restaurant # 21	Bistro Mercat 07620, Lluçmajor
Text Fragment	Frito de matanzas Especialidad mallorquina de cerdo con panceta y verdura
Original Translation	Frito de matanzas Mallorquin dish with porc, bacon and vegetables
Revised Translation	Frito de matanzas Typical Majorcan dish with pork meat, bacon, pork liver, potatoes and peppers.
Notes	Errors: DD, spe, <i>Mallorquin</i> ; DD, lac, <i>Especialidad mallorquina/Mallorquin dish</i> . Translation: TWE, <i>Typical Majorcan dish with ...</i>
Restaurant # 22	La Pinta 07458, Ca'n Picafort
Text Fragment	Anillas de Calamar rebozadas con Salsa Tartara
Original Translation	Fried Squid Rings with Tartar Sauce
Revised Translation	Tempura Squid Rings with Tartar Sauce
Notes	Errors: CM, ter, lac, <i>rebozadas/fried</i> .
Restaurant # 23	Ar bigouden 07610, Can Pastilla
Text Fragment	Especialidades Suizas EL RINCÓN POTENCE Solomillo flambeado con whisky y arroz, diferentes salsas y patatas fritas
Original Translation	Specialities from Switzerland THE POTENCE CORNER Sirloin flambéed with whisky served with rice, selection of sauces, fries
Revised Translation	Swiss Specialities THE "POTENCE" CORNER Diced sirloin "potence"-style flambéed with whisky, served with rice, a selection of sauces and French fries
Notes	Errors: CM, lit, mis, <i>POTENCE</i> ; DD, ter, lac, <i>fries</i> . Translation: DD, CM, LWP, <i>"potence"-style flambéed</i> ; TWE, <i>Diced, French fries</i> .
Restaurant # 24	Barbuda Beach Bar & Grill 07181, Palmanova
Text Fragment	POLLO Y PESTO WRAP Trozos de pollo a la parrilla con salsa de pesto rojo, queso fundido, rúcula enrollado en una tortilla de maíz
Original Translation	CHICKEN PESTO WRAP Grilled chicken breast strips in a red pesto sauce with arugula lettuce topped with melted cheese inside a tortilla wrap
Revised Translation	CHICKEN & PESTO WRAP Grilled chicken breast strips in a red pesto sauce with arugula, topped with melted cheese, inside a corn tortilla wrap (typical Mexican soft flatbread)
Notes	Errors: DD, CT, ter, lac, <i>tortilla de maíz/tortilla wrap</i> ; DD, mis, <i>lettuce</i> . Translation: CT, TWE, <i>(typical Mexican soft flatbread)</i> .

Restaurant # 25	Izakaya Taberna Japonesa	07014, Palma de Mallorca
Text Fragment	CRAB-ICHE URAMAKI Roll de cangrejo laminado y marinado en tempura con aguacate, Cubierto de salmón y lubina con lima, salsa kewpie japonesa y furikake	
Original Translation	CRAB-ICHE URAMAKI A roll filled with laminated and marinated crab in tempura with avocado, covered with salmon and sea bass in lime with Japanese kewpie sauce and furikake.	
Revised Translation	CRAB-ICHE URAMAKI A roll filled with laminated and marinated crab (in tempura) and avocado, covered with sea bass and salmon sprinkled with lime juice, with Kewpie Japanese dressing and "furikake" condiment.	
Notes	Errors: DD, mis, <i>with avocado</i> (the roll is filled with crab and avocado); DD, lac, <i>in lime</i> . Translation: CT, TWE, <i>Kewpie Japanese dressing and "furikake" dressing</i> .	
Restaurant # 26	Millo Cocina Latina	07013, Palma de Mallorca
Text Fragment	AREPA DE CARILLERA DE TERNERA salsa de posta negra cartagenera, especias, okra	
Original Translation	BEEFCHEEK AREPA "Postanegra cartagenera", condiments, okra	
Revised Translation	BEEF CHEEKS AREPA With "Posta Negra" (Colombian-style black beef) Sauce, assorted spices and okra (a unique-tasting tropical vegetable)	
Notes	Errors: DN, spe, <i>BEEFCHEEK</i> ; DD, ter, lit, lac, <i>"Postanegra Cartagenera"</i> , <i>okra</i> . Translation: DD, LWP, <i>"Posta Negra"</i> ; CT, TWE, <i>okra</i> .	
Restaurant # 27	Restaurante Pinos	07181, Sol de Mallorca
Text Fragment	Gambas al ajillo	
Original Translation	Prawns with garlic-chili oil and parsley	
Revised Translation	Gambas al ajillo Spicy garlic prawns with chili oil and a sprig of parsley	
Notes	Translation: DN, LWP, <i>Gambas al ajillo</i> .	
Restaurant # 28	Es Pati	07530, Sant Llorenç des Cardassar
Text Fragment	Costillas de ternera con couscous de mango oriental & brotas	
Original Translation	Veal spareribs with oriental mango couscous & sprouts	
Revised Translation	Veal ribs with Oriental mango couscous and fresh sprouts	
Notes	Errors: CT, ter, mis, spe, <i>spareribs</i> ; DD, spe, <i>oriental</i> .	

Restaurant # 29	Umami Fresh Bistro	07157, Port d'Andratx
Text Fragment	LOMO SALTADO Lomo alto de ternera marinado con salsa "sillao", acompañado de wok de vegetales, cilantro fresco y patatas Valparaíso	
Original Translation	LOMO SALTADO Beef ribeye seared on wok with "sillao" marinade, crunchy vegetables and served with Valparaíso potatoes	
Revised Translation	LOMO SALTADO (Popular Peruvian dish) Marinated strips of rib-eye steak seared with "sillao" (soya sauce), served with wok vegetables, "Valparaíso" potatoes and fresh coriander	
Notes	Errors: DN, CT, lit, lac, <i>LOMO SALTADO</i> ; CT, lit, mis, " <i>sillao</i> "; DD, omi, <i>cilantro</i> . Translation: DN, LWP, <i>LOMO SALTADO</i> ; DD, TWE, CT, <i>strips of ...</i> , " <i>sillao</i> ".	
Restaurant # 30	Abbaco	07470, Port de Pollença
Text Fragment	Arroz marinero de pulpo, vieiras y langostinos	
Original Translation	Seafood rice of octopus, scallops and prawns	
Revised Translation	Arroz marinero A typical Mediterranean dish that combines a delicious creamy rice with seafood delicacies (octopus, scallops and king prawns)	
Notes	Errors: DN, lac, <i>seafood rice/arroz marinero</i> . Translation: DN, LWP, <i>Arroz marinero</i> .	
Restaurant # 31	Trespais Restaurant - Bar	07157, Port d'Andratx
Text Fragment	Pulpo al gallega con espuma de patata	
Original Translation	Slices of pulpo with potato foam	
Revised Translation	Pulpo a la gallega (Famous Galician-style octopus) served in slices with "pimentón" (Spanish paprika) and olive oil, accompanied with potato foam.	
Notes	Errors: DN, lac, <i>Slices of pulpo/Pulpo a la gallega</i> . Translation: DN, LWP, <i>Pulpo a la gallega</i> .	
Restaurant # 32	Ombú	07012, Palma de Mallorca
Text Fragment	Molletes con pluma ibérica marinada y berros rojos	
Original Translation	Soft buns with marinated Iberian Pluma and red watercress	
Revised Translation	Soft buns with marinated Iberian "pluma" (pork loin delicacy) and red watercress	
Notes	Errors: CT, lit, lac, <i>Pluma</i> . Translation: CT, LWP, " <i>pluma</i> ".	

Restaurant # 33	Forn de Sant Joan	07012, Palma de Mallorca
Text Fragment	Cordero lechal a baja temperatura, su jugo, puré de chirivía y coliflor encurtida	
Original Translation	Lamb cooked at low temperature au jus, parsnip purée and pickled cauliflower	
Revised Translation	Baby lamb au jus, low-temperature cooked, served with parsnip purée and pickled cauliflower	
Notes	Errors: DD, CT, lac/omi, <i>lamb/cordero lechal</i> .	
Restaurant # 34	Aires de Japón	07100, Sóller
Text Fragment	Roll de foie y membrillo con salsa de arándanos	
Original Translation	Foie and quince roll with blueberries	
Revised Translation	Foie gras and quince Roll with blueberries sauce	
Notes	Errors: DD, CT, spe, <i>foie</i> ; DD, mis/omi, <i>blueberries/salsa de arándanos</i> .	
Restaurant # 35	Vagabundos by Balagan	07013, Palma de Mallorca
Text Fragment	POR CARIBE Gambas, pulpo, mejillones bañados con leche de coco y crujientes de plátano	
Original Translation	IN THE CARRIBEAN Shrimp, mussels, octopus in coconut milk, crunchy platano chips	
Revised Translation	IN THE CARIBBEAN Shrimps, octopus, mussels cooked in coconut milk and crunchy banana chips	
Notes	Errors: DN, spe, <i>CARRIBEAN</i> , <i>shrimp</i> ; CT, lit, lac, <i>platano</i> .	
Restaurant # 36	S'Estret	07170, Valldemossa
Text Fragment	EMPANADAS ARGENTINAS Carne de ternera, cebolla y aceitunas	
Original Translation	EMPANADAS FROM ARGENTINA Beef, onions, egg and olives	
Revised Translation	ARGENTINIAN "EMPANADAS" Small pies stuffed with beef, onion and olives	
Notes	Errors: DN, CT, lit, lac, <i>EMPANADAS</i> . Translation: DN, CT, LWP, " <i>EMPANADAS</i> ", <i>Small pies ...</i>	

Restaurant # 37	Bondi Beach Magaluf	07181, Magaluf
Text Fragment	CALAMAR A LA ANDALUZA Calamar con suave rebozado de harina al estilo andaluz, con mayonesa de jamón serrano	
Original Translation	FRIED CALAMARI Fried Andalusian-style calamari coated in flour, served with a iberian jam mayonnaise	
Revised Translation	CALAMAR A LA ANDALUZA Andalusian-style fried calamari (coated in flour before cooked) served with an Iberian ham mayonnaise	
Notes	Errors: DN, lac, <i>FRIED CALAMARI</i> ; DD, CT, spe, <i>a iberian</i> ; DD, CT, mis, <i>jam</i> . Translation: DN, LWP, <i>CALAMAR A LA ANDALUZA</i> ; TWE, (<i>coated ...</i>).	
Restaurant # 38	Bagu Grill House	07010, Palma de Mallorca
Text Fragment	BURGERS VEGGIE FULL Pan brioche semillas, vegan burger (Patty de lentejas rojas, calabacín dulce, cebolla morada, zanahoria y pimienta roja) tomate, alioli de aguacate y salsa de setas	
Original Translation	BURGERS VEGGIE FULL Bread brioche, vegan burger (Patty: red lentils, sweet zucchini, red onion, carrot and red pepper) tomato, alioli avocado and mushroom sauce	
Revised Translation	FULL VEGGIE BURGER Brioche bread, vegan burger (patty made with red lentils, sweet zucchini, red onion, carrot and red pepper), tomato, avocado alioli and mushroom sauce	
Notes	Errors: DN, gra, <i>VEGGIE FULL</i> ; DD, gra, <i>alioli avocado</i> , (word order); DD, spe, <i>Patty</i> .	
Restaurant # 39	Frankys Pizzas	07560, Cala Millor
Text Fragment	CARPACCIO Solomillo de ternera con limón y ajo	
Original Translation	CARPACCIO Raw steak with garlic and lemon	
Revised Translation	CARPACCIO Thin slices of raw sirloin steak served with garlic and lemon	
Notes	Errors: DD, CT, omi, <i>steak/solomillo de ternera</i> . Translation: DD, TWE, <i>Thin slices ...</i>	
Restaurant # 40	Japo Santa Catalina	07013, Palma de Mallorca
Text Fragment	ENSALADA JAPO Alga wakame, pepino, surimi, atún rojo, tobiko, aceite de sésamo y salsa spicyi.	
Original Translation	JAPO SALAD Seaweed, cucumber, crab sticks, tuna, tobiko, sesame oil and spicy sauce.	
Revised Translation	JAPO'S SALAD Wakame seaweed, cucumber, crab sticks, bluefin tuna, tobiko (flying fish spawns), sesame oil and spicy sauce.	
Notes	Errors: DD, CT, lac/omi, <i>Seaweed/Alga wakame, tuna/atún rojo</i> ; CT, lit, lac, <i>tobiko</i> . DN, gra, <i>JAPO/JAPO'S</i> . Translation: DD, TWE, <i>tobiko (flying fish spawns)</i> .	

Restaurant # 41	La Nueva Burguesa	07013, Palma de Mallorca
Text Fragment	HAMBURGUESAS	David Ternera gallega, queso, cebolla rojo, pepinillos, lechuga, tomate, ketchup casero, salsa rosa.
Original Translation	BURGERS	David Galician beef, cheese, red onions, pickles, salad, tomato, homemade ketchup, house dressing.
Revised Translation	BURGERS	David Galician veal, cheese, red onions, pickles, tomato, lettuce, homemade ketchup and "salsa rosa" (house dressing).
Notes	Errors: CT, ter, lac, <i>beef</i> ; DD, ter, lac, <i>salad/lechuga</i> ; DD, CT, ter, lac/omi, <i>house dressing/salsa rosa</i> . Translation: CT, LWP, " <i>salsa rosa</i> ".	
Restaurant # 42	EBISU Sushi Lounge	07180, Santa Ponsa
Text Fragment	ENTRANTES	CANGREJO (2 pzas.) Pepino con corazón de salsa de cangrejo de concha blanca y mayonesa japonesa
Original Translation	STARTER	CANGREJO (2 PCS) Cucumber filled with crab sauce and Jap mayonese
Revised Translation	STARTERS	CRAB (2 pcs.) Cucumber filled with white shell crab sauce and Japanese mayonnaise
Notes	Errors: DN, lit, <i>CANGREJO</i> ; DD, CT, ter, lac, <i>crab/cangrejo de concha blanca</i> ; DD, mis, <i>Jap</i> (slang, offensive); DD, spe, <i>STARTER</i> , <i>mayonese</i> .	
Restaurant # 43	Smith's Cafe - Bar - Restaurant	07400, Port d'Alcúdia
Text Fragment	"Fish and chips"	Bacalao con patata fritas, limón y salsa tártara, al estilo tradicional inglés
Original Translation	Cod & chips	Served with tartar sauce and lemon wedges
Revised Translation	Fish & Chips	Fried cod with wedges, tartar sauce and lemon
Notes	Errors: DN, ter, <i>Cod & Chips</i> . Translation: DD, TWE, <i>Fried cod</i> .	
Restaurant # 44	Beatnik Palma	07012, Palma de Mallorca
Text Fragment	MINIHAMBURGUESAS VEGANAS	3 Mini burgers vegana beatnik con champiñón, portobello, cebolla, pepinillos, lechuga, salsa vegana casera de tofu y mostaza de Dijon
Original Translation	THE VEGAN BURGERS	3 petit Beatnik vegan burgers, portobello mushrooms, onion, lettuce, cucumber, vegan sauce and Dijon mustard
Revised Translation	BEATNIK'S VEGAN BURGERS	3 mini vegan burgers with portobello mushrooms, lettuce, onion, pickles, homemade tofu vegan sauce and Dijon mustard
Notes	Errors: DD, ter, <i>petit</i> ; CT, mis, <i>cucumber/pepinillos</i> ; DD, lac/omi, <i>vegan sauce/salsa vegana casera de tofu</i> . Translation: TWE, <i>BEATNIK'S VEGAN BURGERS</i> .	

Restaurant # 45	Taller de Mar Restaurant	07013, Palma de Mallorca
Text Fragment	TATAKI DE TERNERA BLACK ANGUS Tacos marinado con salsa soja de Hierbas Provenzales, Polenta crujiente, Teriyaki, Gazpacho de Edamame	
Original Translation	BLACK ANGUS BEEF TATAKI Tacos marinated with Soya and Herbes de Provence Crispy polenta, Teriyaki sauce, Edam gazpacho	
Revised Translation	BLACK ANGUS BEEF TATAKI Diced beef marinated in Soya and Provençal herbes, served with Crispy polenta, Teriyaki sauce and Edamame "gazpacho" (soybeans cold soup)	
Notes	Errors: CT, ter, lit, lac, <i>tacos</i> ; DD, mis, <i>de Provence</i> ; DD, mis, <i>Edam/Edamame</i> . Translation: TWE, CT, <i>Teriyaki, Edamame, "gazpacho"</i> .	
Restaurant # 46	Le Chiacchiere	07560, Cala Millor
Text Fragment	Ensalada de canónigo con gambas, Gírgolas y vinagre balsámico	
Original Translation	Canonigos Salad with prawns, Oyster mushrooms and balsamic vinegar	
Revised Translation	Lamb's lettuce and prawn salad, with oyster mushrooms and balsamic vinegar	
Notes	Errors: CT, ter, lit, lac, <i>Canonigos</i> .	
Restaurant # 47	R3SPIRA	07460, Pollença
Text Fragment	Solomillo de ternera con pure de patatas trufado y verduras de temporada	
Original Translation	Beef steak with smashed potatoes and vegetables of the season	
Revised Translation	Sirloin steak with truffle mashed potatoes and seasonal vegetables	
Notes	Errors: CT, ter, lac, <i>Beef steak/Solomillo</i> ; DD, omi, <i>trufado</i> ; DD, gra, <i>of the season</i> .	
Restaurant # 48	Restaurante Ostería de Plaça Sant Francesc	07001, Palma de Mallorca
Text Fragment	Tagliatelle echas a mano con ragù "Bolognese" (4 horas de cocción)	
Original Translation	Tagliatelle with 4 hours cooked homemade "Bolognese" sauce	
Revised Translation	Homemade Tagliatelle with "ragù alla bolognese" (beef, tomato and onions) sauce. (4 hours cooked)	
Notes	Errors: DD, gra, <i>Tagliatelle with ... cooked homemade ...</i> (word order). Translation: DD, CT, CM, LWP, <i>"ragù alla bolognese"</i> .	

Restaurant # 49	Baggette Land	07180, Santa Ponsa
Text Fragment	BAGGETTES PARA LLEVAR - FRÍOS O CALIENTES CHORIZO	
Original Translation	BAGGETTES TO TAKE AWAY - COLD OR HOT CHORIZO	
Revised Translation	BAGGETTES TO TAKE AWAY - COLD OR HOT CHORIZO (Typical Spanish cured and smoked pork sausage)	
Notes	Errors: DN, CT, ter, lit, lac, <i>CHORIZO</i> . Translation: LWP, <i>CHORIZO (Typical ...)</i> .	
Restaurant # 50	La Tagliatella	07003, Palma de Mallorca
Text Fragment	SALSAS ARTESANALES Calabrese Tomate confitado, grana padano DOP, cebolla balsámica, ajo y albahaca	
Original Translation	ARTISAN SAUCES Calabrese Confit tomatoes, grana padano PDO, balsamic onions, garlic and basil	
Revised Translation	ARTISAN SAUCES Calabrese Tomato confit, Grana Padano PDO cheese, balsamic onions, garlic and basil	
Notes	Errors: DD, gra, <i>Confit tomatoes</i> ; CT, spe, <i>grana padano PDO</i> .	
Restaurant # 51	La Cubita	07160, Peguera
Text Fragment	Nuestra Pasta Fideos con queso con cebollas fritas y ensalada	
Original Translation	Our Pasta Cheese Noodles with roasted onions and salad	
Revised Translation	Our Pasta Cheese Noodles with fried onions and salad	
Notes	Errors: DD, CM, mis, <i>roasted/fritas</i> .	
Restaurant # 52	Il Vivo Italian Urban Style	07180, Santa Ponsa
Text Fragment	PAN Todas nuestras bruschettas son hechas con pan artesanal de masa madre y vienen condimentadas con ajo y aceite de oliva virgen extra	
Original Translation	BREAD All our bruschettas are made with artisan bread, seasoned with garlic and extra virgin olive oil	
Revised Translation	BREAD Our bruschettas are made with artisan sourdough bread, seasoned with garlic and extra virgin olive oil	
Notes	Errors: DD, lac/omi, <i>artisan bread/pan artesanal de masa madre</i> .	

Restaurant # 53	Infineat	07001, Palma de Mallorca
Text Fragment	Focaccia ahumada de tártaro de salmón fresco con mostaza de miel y eneldo.	
Original Translation	Smoked focaccia of fresh salmon tartare, mustard with honey and dill pie.	
Revised Translation	Smoked focaccia with fresh salmon tartar, served with a honey and dill mustard.	
Notes	Errors: DD, gra, of, CT, mis, <i>pie/mostaza</i> .	
Restaurant # 54	Sapori d'Italia	07560, Cala Millor
Text Fragment	BRUSCHETTA CLASSICA ITALIANA Pan tostado, Tomatitos frescos, Ajo, Organo y Aceite de Oliva Vergin Extra	
Original Translation	BRUSCHETTA CLASSICA ITALIANA Toast Bread, Cherry tomatoes, Garlic, Oregano and Extra-Virgin Olive Oil	
Revised Translation	CLASSIC ITALIAN "BRUSCHETTA" Toasted bread with fresh cherry tomatoes, garlic, oregano and extra virgin olive oil	
Notes	Errors: DD, lac/omi, <i>tomatoes/ tomatitos frescos</i> ; DD, spe, <i>Extra-virgin</i> . Translation: DN, LWP.	
Restaurant # 55	Alma Mía	07559, Cala Bona
Text Fragment	Tagliatelle funghi salsa de champiñon con parmesano	
Original Translation	Tagliatelle funghi and parmesan with mushrooms sauce	
Revised Translation	Tagliatelle ai funghi with mushroom sauce and Parmesan cheese	
Notes	Errors: DD, gra, <i>and</i> . Translation: DN, LWP (original Italian dish name); CT, TWE, <i>Parmesan cheese</i> .	
Restaurant # 56	À Table	07560, Cala D'or
Text Fragment	Ensalada de queso de Cabra caliente	
Original Translation	Salad of hot Goat's Cheese	
Revised Translation	Hot Goat's Cheese Salad	
Notes	Errors: DD, gra, <i>Salad of ...</i> (word order).	

Restaurant # 57	Restaurant Es Passeig	07108, Port de Sóller
Text Fragment	Ración de patatas fritas caseras con mayonesa trufada, parmesano y cebollino	
Original Translation	Side portion of home made truffle potatoes with truffled mayonnaise, parmesan and chives	
Revised Translation	Portion of homemade French fries with truffle mayonnaise, Parmesan cheese and chives	
Notes	Errors: DD, spe, <i>home made</i> ; DD, mis, <i>truffle potatoes/mayonesa trufada</i> ; CM, omi, <i>potatoes/patatas fritas</i> ; DD, ter, spe, <i>truffled mayonnaise</i> . Translation: TWE.	
Restaurant # 58	Restaurante Los Arcos	07590, Cala Ratjada
Text Fragment	FRITO MALLORQUIN	
Original Translation	FRIED MAJORCAN	
Revised Translation	FRITO MALLORQUIN Typical Majorcan filling dish with pork meat, bacon, pork liver, potatoes and peppers	
Notes	Errors: DN, lit, lac, <i>FRIED MAJORCAN</i> . Translation: DN, LWP, <i>FRITO MALLORQUIN</i> .	
Restaurant # 59	Roland Restaurant	07680, Porto Cristo
Text Fragment	Roastbeef con patatas salteadas	
Original Translation	Roastbeef with salted potatoes	
Revised Translation	Roast beef with sautéed potatoes	
Notes	Errors: CT, spe, <i>Roastbeef</i> ; DD, CM, mis, <i>salted/salteadas</i> .	
Restaurant # 60	Modesto	07469, Cala San Vicente
Text Fragment	Crema Catalana	
Original Translation	Catalan cream	
Revised Translation	Crema Catalana Typical Spanish custard (similar to "crème brûlée")	
Notes	Errors: DN, lit, lac, <i>Catalan Cream</i> . Translation: DN, LWP, <i>Crema Catalana</i> .	

Restaurant # 61	No Stress Wine & Prosecco	07181, Palmanova
Text Fragment	Frito mixto (calamares y gambas)	
Original Translation	Fried mixed (squid and prawns)	
Revised Translation	Mixed fried seafood (squid and prawns)	
Notes	Errors: DD, gra, <i>Fried mixed</i> (word order) Translation: TWE, DD, <i>seafood</i> .	
Restaurant # 62	Fusion 19	07458, Playa de Muro
Text Fragment	Steak tartar de solomillo de ternera cortado a cuchillo, encurtidos y salsa Fusion 19	
Original Translation	Fillet steak "steak tartar" carved with tannins and Fusion 19 sauce	
Revised Translation	Carved Sirloin Steak Tartar with pickles and Fusion 19 sauce	
Notes	Errors: DD, gra, <i>steak "steak tartar"</i> ; CT, ter, mis, <i>tannins/encurtidos</i> . Translation: DN, TWE.	
Restaurant # 63	Restaurante Bellaverde	07470, Port de Pollença
Text Fragment	Huevos revueltos con pan mallorquin, ensalada y aceitunas	
Original Translation	Scrambled eggs with mallorquin brad, salad and olives	
Revised Translation	Scrambled eggs with Majorcan bread, salad and olives	
Notes	Errors: DD, spe, <i>mallorquin, brad</i> .	
Restaurant # 64	My Tapas	07181, Palmanova
Text Fragment	Pulpo a la Gallega Pulpo sobre una base de patata, cocida con pimentón de la Vera	
Original Translation	Octopus Gallega style Octopus on potatoes with sweet peppers	
Revised Translation	Pulpo a la Gallega Galician-style octopus served with boiled potatoes and "pimentón de la Vera" (famous smoked paprika)	
Notes	Errors: DN, lit, lac, gra, spe, <i>Octopus Gallega style</i> ; CT, ter, <i>sweet peppers/pimentón</i> . Translation: DN, LWP, <i>Pulpo a la Gallega</i> ; CT, ter, TWE, <i>"pimentón de la Vera"</i> .	

Restaurant # 65	Sa Vida Palma	07013, Palma de Mallorca
Text Fragment	PROVOLONE Con pisto de setas	
Original Translation	GRILLED PROVOLONE CHEESE With veggie mince & fungi	
Revised Translation	GRILLED PROVOLONE CHEESE With fungi "pisto" (mushroom vegetable stew)	
Notes	Errors: CT, lac/mis/omi, <i>veggie mince/pisto</i> . Translation: CT, LWP, " <i>pisto</i> ".	
Restaurant # 66	Osteria pane e olio	07500, Manacor
Text Fragment	ENSALDA DE GAMBAS Lechuga, gambas salteadas, tomate y cebolla	
Original Translation	SALAD PRAWNS Lettuce, prawns, tomato and onion	
Revised Translation	PRAWN SALAD Lettuce, tomato, onion and sautéed prawns	
Notes	Errors: DN, ter, gra, <i>SALAD PRAWNS</i> ; CM, omi, <i>prawns/ gambas salteadas</i> .	
Restaurant # 67	Santosha	07012, Palma de Mallorca
Text Fragment	Cordero Mallorquín al horno con ajo y miel	
Original Translation	Local lamb braised in garlic & honey	
Revised Translation	Baked local lamb seasoned with honey and garlic	
Notes	Errors: CM, mis, <i>braised/al horno</i> . Translation: DD, TWE, <i>seasoned</i> .	
Restaurant # 68	Tr3nta-1	07680, Porto Cristo
Text Fragment	Arroz al vapor con verduras y salsa de curry rojo	
Original Translation	Steam rice with vegetables and red curry sauce	
Revised Translation	Steamed rice with vegetables and red curry sauce	
Notes	Errors: DD, spe, <i>steam</i> .	

Restaurant # 69	Pomod´Oro Ristorante Mediterraneo	07003, Palma de Mallorca
Text Fragment	Milhojas de patata y bacalao gratinado Con pimientos asados y cremoso de puerro ahumado	
Original Translation	Cod and potato millefeuille gratin With roasted peppers and smoked leek cream	
Revised Translation	Puff pastry with cod and potatoes au gratin Served with roasted peppers and smoked leek cream	
Notes	Errors: DD, lac, gra, <i>Cod and potato millefeuille gratin/Milhojas de</i> Translation: DD, TWE, <i>Puff pastry with.</i>	
Restaurant # 70	Foc i Caliu	07313, Selva
Text Fragment	Chorizo criollo con salsa brava y chimichurri casero	
Original Translation	"Criollo" chorizo sausages with a spicy tomato sauce and homemade chimichurri	
Revised Translation	"Chorizo Criollo" (typical Argentinian sausage) with "salsa brava" (typical Spanish spicy tomato sauce) and homemade chimichurri sauce (parsley, garlic and spices)	
Notes	Errors: DD, CT, ter, lac/omi, <i>spicy tomato sauce/salsa brava.</i> Translation: DN, DD, LWP, " <i>Chorizo Criollo</i> ", " <i>salsa brava</i> ", " <i>chimichurri sauce</i> ".	
Restaurant # 71	La American Diner	07181, Palmanova
Text Fragment	Jalapeños Deliciosos pimientos rebozados con salsa de queso	
Original Translation	Jalapeños Breaded jalapeño peppers stuffed with cream cheese	
Revised Translation	Jalapeño Peppers Delectable peppers in tempura with cream cheese sauce	
Notes	Errors: CM, lac, <i>Breaded/rebozados</i> ; DD, omi, <i>Deliciosos</i> ; CT, mis, <i>cream cheese/crema de queso.</i> Translation: TWE, DN, <i>Peppers</i> , DD, <i>in tempura.</i>	
Restaurant # 72	Restaurante Bar Andaluz	07600, El Arenal
Text Fragment	TAPAS Carpaccio (Anchoa y Bacalao)	
Original Translation	TAPAS Carpaccio with (Cod - Anchovy)	
Revised Translation	TAPAS Cod and Anchovy Carpaccio	
Notes	Errors: DD, lac, <i>with (Cod - Anchovy).</i>	

Restaurant # 73	Patrón Lunares	07013, Palma de Mallorca
Text Fragment	BARRATA AHUMADA Con mermelada de chile chipotle, pesto de cacahuets y pan focaccia	
Original Translation	SMOKED BARRATA With chile chipotle, peanut marmalade pesto & focaccia bread	
Revised Translation	SMOKED BARRATA CHEESE With chipotle chili peppers marmalade, peanuts pesto and focaccia bread	
Notes	Errors: DD, gra, <i>chile chipotle</i> , <i>peanut marmalade pesto</i> . Translation: TWE, CT, <i>CHEESE</i> .	
Restaurant # 74	El Sabor	07108, Port de Sóller
Text Fragment	Cordero al horno con variedad de verduras	
Original Translation	Lamb from the oven with variation of vegetables	
Revised Translation	Baked Lamb with vegetable assortment	
Notes	Errors: CM, lac, mis, <i>Lamb from the oven</i> ; DD, mis, <i>variation/variedad</i> .	
Restaurant # 75	Malgrats Tapas & Cañas	07180, Santa Ponsa
Text Fragment	Fritura de pescado (calamar, chipirones, cazón y boquerones)	
Original Translation	Assorted fried fish tapas (andalusian squid, deep fried baby squid, marinated cazón, fried small fish)	
Revised Translation	Assorted fried fish tapas (Andalusian-style fried calamari, deep fried baby squids, marinated dogfish and fried "boquerones" (small fresh anchovies)	
Notes	Errors: CT, ter, lit, lac, <i>andalusian squid</i> , <i>cazón</i> ; CT, lac, <i>small fish/boquerones</i> . Translation: DD, TWE, <i>Andalusian-style fried ...</i> ; LWP, "boquerones".	
Restaurant # 76	7Fuegos	07180, Santa Ponsa
Text Fragment	PIERNA DE CORDERO cocinada a baja temperatura con verduras asadas	
Original Translation	LAMB LEG cooked at low temperature with roasted vegetables	
Revised Translation	SLOW-ROASTED LEG OF LAMB served with roasted vegetables	
Notes	Errors: DN, CT, ter, LAMB LEG. Translation: DN, TWE, <i>SLOW-ROASTED LEG OF LAMB</i> .	

Restaurant # 77	Anoa Santanyi	07650, Santanyi
Text Fragment	Higado de ternera a la plancha en su salsa con cebolla y manzana con puré de patatas	
Original Translation	Fried beef liver on mashed potatoes with stewed onion and apple gravy	
Revised Translation	Grilled beef liver with mashed potatoes and apple & onion gravy	
Notes	Errors: CM, mis, <i>Fried/a la plancha</i> ; DD, gra, <i>on</i> ; DD, mis, <i>stewed onion/cebolla</i> .	
Restaurant # 78	Restaurante Rotana	07013, Palma de Mallorca
Text Fragment	MOUSSAKA BATINJAN Berenjenas, cocinadas a fuego lento con tomate, cebolla, garbanzos, pimienta y pimentón con arroz.	
Original Translation	MOUSSAKA BATINJAN Aubergines cooked with tomato, onion, chick-peas, pepper and paprika Pita bread.	
Revised Translation	MOUSSAKA BATINJAN Tasty aubergines, slow-cooked with tomato, onion, chickpeas, pepper and paprika. Served with rice.	
Notes	Errors: CM, omi, <i>cocinadas a fuego lento</i> ; CT, ter, spe, <i>chick-peas</i> ; DD, mis, <i>Pita bread</i> .	
Restaurant # 79	Muell3	07181, Palmanova
Text Fragment	Entrecot de ternera con patatas confitadas	
Original Translation	Rib-eye with potatoes confit	
Revised Translation	Rib-eye steak with confit potatoes	
Notes	Errors: CT, ter, spe, <i>potatoes confit</i> . Translation: DD, TWE, <i>Rib-eye steak</i> .	
Restaurant # 80	BROX Kitchen & Drinks Santa Catalina	07013, Palma de Mallorca
Text Fragment	BANOFFEE Tarta con base de plátano natural y crema de leche	
Original Translation	BANOFFEE Dessert with fresh bananas and cream	
Revised Translation	BANOFFEE Dessert pie made from bananas, cream and toffee	
Notes	Errors: DD, lac/omi, <i>dessert/tarta</i> . Translation: DD, TWE, <i>pie made from ... cream and toffee</i> .	

Restaurant # 81	Restaurant Laudat 07650, Santanyi
Text Fragment	Carrillada de ternera estofada al vino Laudat con puré de apio nabo y alcachofas confitadas
Original Translation	In Laudat red wine braised beef cheeks with celery purée and confitted artichoke
Revised Translation	Beef cheeks braised in Laudat red wine with celeriac purée and confitted artichoke
Notes	Errors: DD, gra, <i>In Laudat ...</i> (word order); CT, ter, mis, <i>celery/apio nabo</i> .
Restaurant # 82	Urbano 07157, Port d'Andratx
Text Fragment	ENTRANTES Espárragos, guisantes, jamón Iberico
Original Translation	STARTERS Asparagos, peas, Iberican ham
Revised Translation	STARTERS Asparagus, peas and Iberian ham
Notes	Errors: CT, ter, spe, <i>Asparagos, Iberican</i> .
Restaurant # 83	Bar España 07001, Palma de Mallorca
Text Fragment	Tumbet
Original Translation	Mallorcan vegetable dish
Revised Translation	Tumbet Typical Majorcan fried vegetable stew, with aubergines, potatoes, courgettes and red peppers.
Notes	Errors: DN, lac, spe, <i>Mallorcan vegetable dish</i> . Translation: DN, LWP, <i>Tumbet</i> .
Restaurant # 84	Sa Cuina De N'Aina 07140, Sencelles
Text Fragment	PESCADOS Lomo de bacalao al horno
Original Translation	FISH Codfish Mallorcan Style
Revised Translation	FISH Majorcan-style Baked Cod Loin Fillet
Notes	Errors: DD, gra, <i>Codfish Mallorcan Style</i> (word order); CM, omi, <i>al horno</i> ; CT, lac, <i>Codfish/Lomo de bacalao</i> .

Restaurant # 85	Ca'n Boqueta	07100, Sóller
Text Fragment	*(Opcional) Nuestro "cocarroí" crujiente	
Original Translation	*(Optional) Our crunchy "cocarroí"	
Revised Translation	*(Optional) Our crunchy "cocarroí" (typical Majorcan vegetable pie)	
Notes	Errors: DN, CT, lit, lac, "cocarroí". Translation: DN, LWP, "cocarroí".	
Restaurant # 86	Jardín Bistro	07410, Port d'Alcudia
Text Fragment	Canelón de carrilleras con verduras salteadas Canelones de ternera cocinada a baja temperatura con verduras de temporada	
Original Translation	Cannelloni of beef cooked at low temperature with seasonal vegetables	
Revised Translation	Beef Cheeks Cannelloni Tasty cannelloni stuffed with slow-cooked beef cheeks, served with sautéed seasonal vegetables	
Notes	Errors: CM, omi, <i>vegetables/verduras salteadas</i> ; DD, gra, <i>of beef</i> . Translation: DD, TWE, <i>Tasty, stuffed, served</i> .	
Restaurant # 87	A ma Maison	07013, Palma de Mallorca
Text Fragment	Ensalada de perlas de cebada con garbanzos, cebolleta y granada (V)	
Original Translation	Barley pearl salad with chickenpeas, spring onion & pomegranate (V)	
Revised Translation	Barley pearls salad with chickpeas, spring onions and pomegranate (V)	
Notes	Errors: DN, gra/spe, <i>pearl</i> (singular); CT, ter, mis, <i>chickenpeas/garbanzos</i> .	
Restaurant # 88	Vandal	07013, Palma de Mallorca
Text Fragment	Cordero Mallman con labneh, especias marroquíes, aceite de menta	
Original Translation	Slow cooked lamb, served with labneh, maroccan spices, mint oil and sweet wine	
Revised Translation	Slow-cooked lamb served with labneh soft cheese, Moroccan spices, mint oil and sweet wine	
Notes	Errors; DD, spe, <i>Slow cooked</i> ; CT, ter, lit, lac, <i>labneh</i> ; DD, spe, <i>maroccan</i> . Translation: TWE, CT, <i>labneh soft cheese</i> .	

Restaurant # 89	Temple Natura Café Garden	07001, Palma de Mallorca
Text Fragment	HAMBURGUESA CASERA Hamburguesa de lentejas servida con hojas verdes, pepino, tomate cebolla caramelizada y veganesa.	
Original Translation	CASERA BURGER Lentil burger served with spinach, cucumber, tomato, caramelized onion and veganaise.	
Revised Translation	HOMEMADE BURGER Lentil patty served with spinach, cucumber, tomato, caramelized onion and veganaise (vegan mayo).	
Notes	Errors: DN, lit, lac, <i>CASERA</i> ; CT, ter, lit, lac, <i>veganaise</i> . Translation: TWE, CT, <i>patty</i> , (<i>vegan mayo</i>).	
Restaurant # 90	Fervor Palma	07002, Palma de Mallorca
Text Fragment	NUESTRO CAMEMBERT REBOZADO con reducción de frutos rojos	
Original Translation	Our camembert battered with reduction of red fruits	
Revised Translation	House Battered Camembert Cheese with red fruits reduction sauce	
Notes	Errors: DD, gra, <i>camembert battered</i> , <i>reduction of red fruits</i> . Translation: TWE, <i>House</i> , <i>Cheese</i> , <i>sauce</i> .	
Restaurant # 91	Restaurante Vinicius	07458, Can Picafort
Text Fragment	Calamar a la andaluza "casero" con salsa de almendra y naranja.	
Original Translation	Fried homemade squids rings with almond orange sauce.	
Revised Translation	Homemade Andalusian-style fried calamari with orange-almond sauce.	
Notes	Errors: CM, CT, ter, lac, omi, <i>fried/a la andaluza</i> ; DD, spe, <i>almond orange</i> . Translation: DD, TWE, <i>Andalusian-style fried ...</i>	
Restaurant # 92	Centric Restaurant	07470, Port de Pollença
Text Fragment	Salmón fresco a la plancha, laqueado con salsa teriyaki, acompañado de pisto de verduras y arroz salvaje	
Original Translation	Teriyaki grilled salmon with sautéed vegetables and wild rice	
Revised Translation	Teriyaki lacquered grilled fresh salmon with "pisto" (stewed vegetables) and wild rice	
Notes	Errors: CM, omi, <i>laqueado</i> ; CT, lac/omi, <i>sautéed vegetables/pisto de verduras</i> . Translation: DD, LWP, <i>"pisto"</i> .	

Restaurant # 93	Tierra de Fuegos	07470, Port de Pollença
Text Fragment	Calamar rebozado al estilo TDF con mayonesa de albahaca	
Original Translation	Fried calamari TDF style served with a basil mayonaise	
Revised Translation	House-style Fried Calamari with basil mayonnaise	
Notes	Errors: DD, gra, <i>Fried calamari TDF style</i> (word order), <i>a basil mayonaise</i> (article); CT, spe, <i>calamar</i> , <i>mayonaise</i> .	
Restaurant # 94	Yacht Club Cala d'Or	07660, Cala d'Or
Text Fragment	Paella de bogavante con gambas y sepia - Especialidad de nuestro Chef	
Original Translation	Chef's speciality - Lobster, prawns & calamari Paella	
Revised Translation	Chef's speciality - Lobster, prawns & cuttlefish Paella	
Notes	Errors: CT, lac, <i>calamari/sepia</i> .	
Restaurant # 95	5 illes Eat & Drink	07638, Colonia Sant Jordi
Text Fragment	Langostinos envueltos en pasta kataifi	
Original Translation	Kataifi prawns wrapped	
Revised Translation	King prawns wrapped in crunchy kataifi pastry	
Notes	Errors: DD, gra, <i>Kataifi prawns wrapped</i> (word order); CT, lac/omi, <i>Kataifi/pasta kataifi</i> . Translation: TWE, CT, <i>King prawns, crunchy kataifi pastry</i> .	
Restaurant # 96	Restaurant Son Floriana	07559, Cala Bona
Text Fragment	Pollo al curry de madras con quinoa	
Original Translation	Chicken madras with quinoa	
Revised Translation	Chicken Madras Curry (fairly spicy) with quinoa	
Notes	Errors: DD, lac, <i>madras/curry de madras</i> . Translation: TWE, CT, <i>(fairly spicy)</i> .	

Restaurant # 97	Restaurant Sumailla	07157, Port d'Andratx
Text Fragment	Tiradito templado de salmón Salmón acompañado de pasta de ajo y jengibre, con salsa de soja, sésamo y miso saikyo deshidratado.	
Original Translation	Warm salmon tiradito Salmon served with a soy and ginger paste, with soy sauce, sesame and dried saikyo miso.	
Revised Translation	Warm Salmon "tiradito" (typical Peruvian dish of raw fish) Salmon served with a garlic and ginger paste, with soy sauce, sesame seeds and dried Saikyo miso (Japanese seasoning made with rice and soy beans).	
Notes	Errors: DN, ter, lit, lac, <i>tiradito</i> , <i>saikyo miso</i> ; DD, mis, <i>soy and ginger/ajo y jengibre</i> . Translation: DN, LWP, " <i>tiradito</i> "; DD, TWE, <i>sesame seeds</i> , <i>Japanese seasoning</i> ...	
Restaurant # 98	Ca Les Monges	07470, Port de Pollença
Text Fragment	Sandwiches calientes Pollo Pechuga de pollo, cebolla confitada y queso crema	
Original Translation	WARM SANDWICH Pollo Chicken, candied onion and cheese cream	
Revised Translation	HOT SANDWICHES CHICKEN Chicken breast, candied onions and cream cheese	
Notes	Errors: DN, lac, <i>WARM</i> ; DN, lit, lac, <i>Pollo</i> ; DD, lac/omi, <i>Chicken/Pechuga de pollo</i> ; CT, mis/gra, <i>cheese cream/queso crema</i> ; DN, gra, <i>SANDWICH</i> (singular).	
Restaurant # 99	Restaurante Sa Barca	07108, Port de Sóller
Text Fragment	Calzone de carpaccio de ternera mousse de ricotta, manzana verde y trufa negra fresca	
Original Translation	Beef calzone, ricotta mousse, green apple, fresh black truffle	
Revised Translation	Beef Carpaccio Calzone with ricotta mousse, green apple and fresh black truffle	
Notes	Errors: DD, lac/omi, <i>Beef calzone/Calzone de carpaccio de ternera</i> .	
Restaurant # 100	Restaurante Ses Cosines	07570, Artá
Text Fragment	Repostería casera	
Original Translation	Homemade cake	
Revised Translation	Homemade pastries	
Notes	Errors: DD, ter, lac/mis, <i>cake/repostería</i> .	

It should be pointed out that the process of data analysis of the corpus of 100 Majorcan menu translations was quite intricate and very time consuming, as a large number of restaurant's web pages seem to be careless ruled or unattended; even many of them did not work properly. Furthermore, lots of them just displayed dish photographs and general information of the place and service -but did not expose the menu (or exposed it only in Spanish, or only in English). Besides, dozens of restaurants just offered their food products and services through their Facebook pages, publishing low-quality photographs of their menus, where the information was almost illegible.

Regarding the presentation of the questionnaires to the informants, the process was less complex. Some questionnaires (7) were handed to the informants in person and the rest (13) were sent to them by email (in an attached file), accompanied with the following introductory text:

To whom it may concern,

I am running an academic research to evaluate the reaction English speakers have when they face menu translations done by different translation approaches.

It should be of great help if you answer the Questionnaire I attach to this email.

Whenever ready, please send it back to me.

Thank you in advance!

But above all, the whole process of data analysis was really profitable and rewarding, as it became outstandingly useful to test the tailor-made data-collection instruments.

5. Discussion of findings

First of all, we would like to discuss the findings regarding the data analysis of the corpus of Majorcan menu translations.

In accordance with the criterion used to design the specific chart to expose the particular data of the translations collected, we are going to display the results regarding the alluded "key gastronomic elements of dish translations" and the "typical errors in the field". The following figures give a general overview of the collected data:

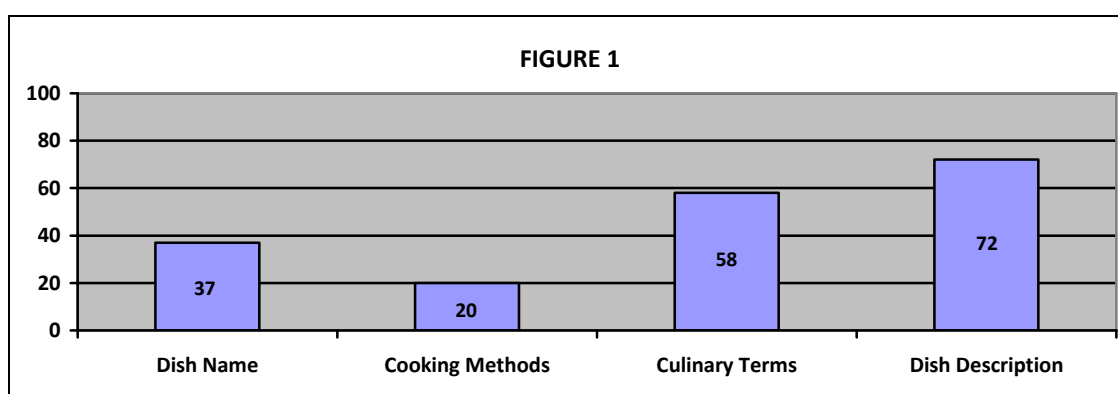


FIGURE 1 - Percentage of translations containing errors regarding key gastronomic elements

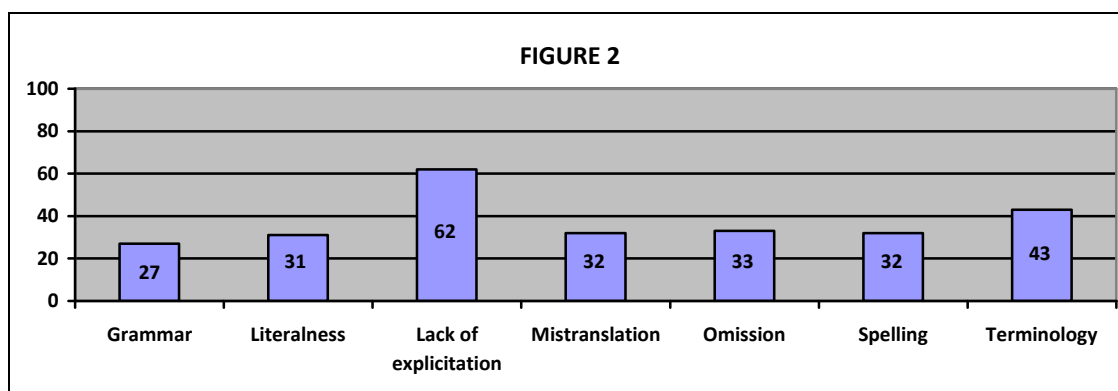
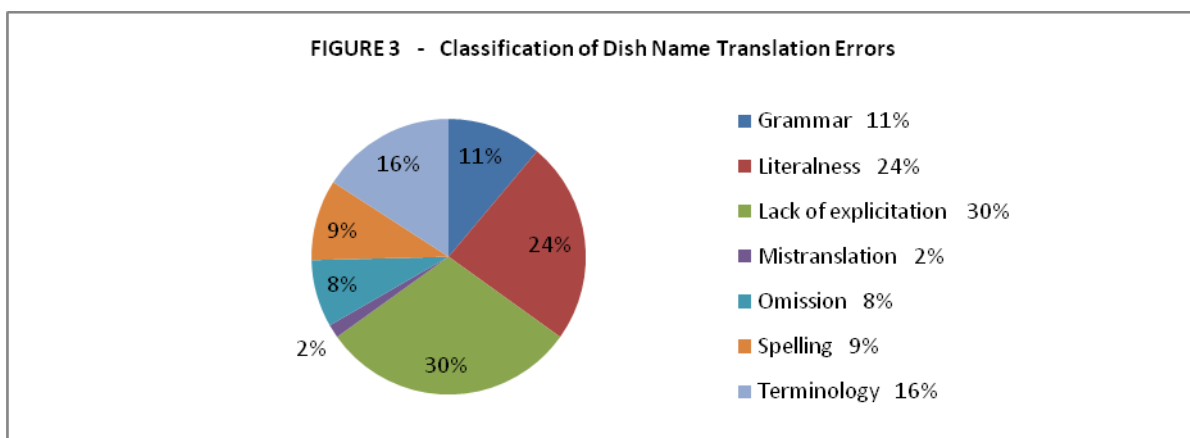


FIGURE 2 - Percentage of translations containing typical errors

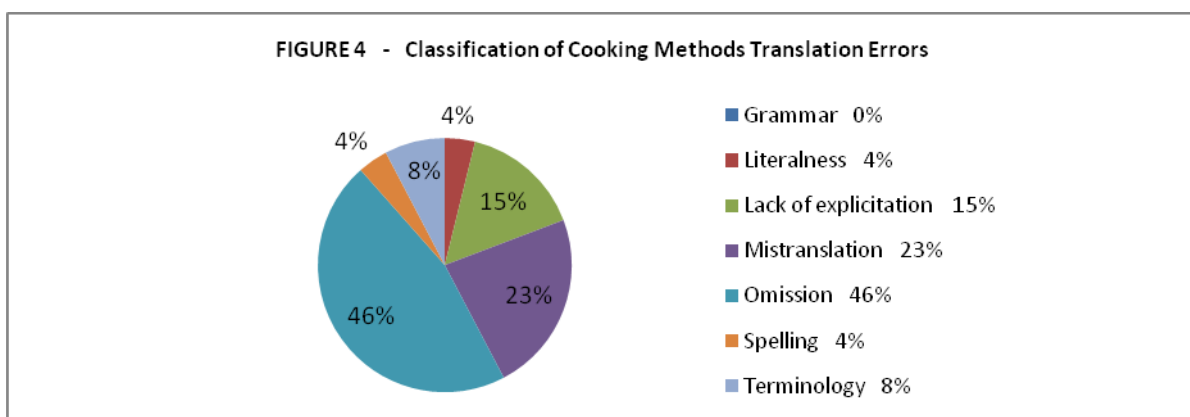
At first sight, it is noticeable that the data showed in FIGURE 1 certifies the relevance of the aforementioned Li's "key gastronomic elements", as crucial linguistic factors that highly influence the quality of the translations. Besides, the figures regarding *dish description* errors (72%) and *culinary terms* errors (58%) confirm the low ability of the translators to manage the functional aspects of the

translations. In line with this, the data displayed in FIGURE 2 points out that the *lack of explicitation* (62%) and the difficulty to translate specific *terminology* (43%) abound, becoming the cause of most of the translation errors.

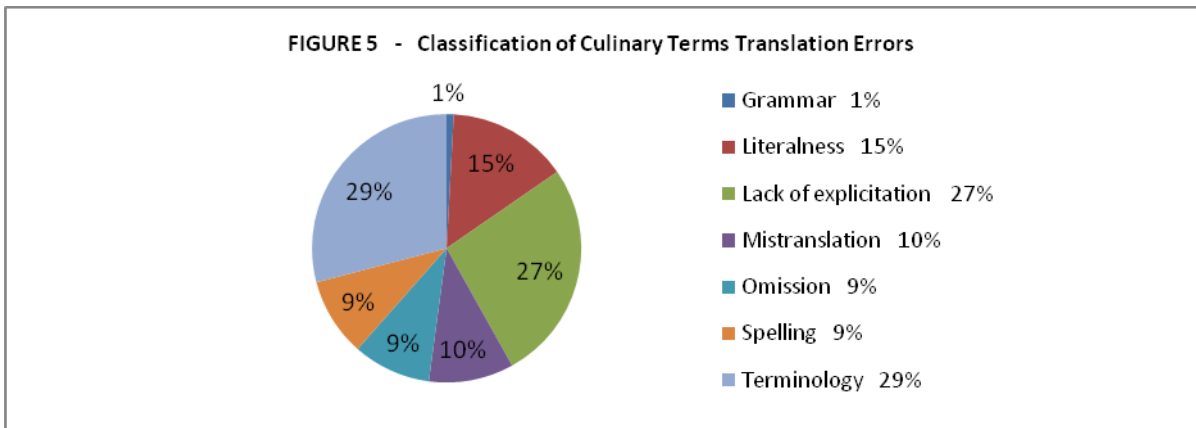
Concerning the classification of dish name translation errors, FIGURE 3 clearly manifests that *literalness* (24%) and *lack of explicitation* (30%) are the main causes. Typical examples of this could be Translation # 11 (*Frito marinero* translated into *Frit mariner*) or Translation # 31 (*Pulpo a la gallega* translated into *Slices of pulpo*); the translator did not even translate *pulpo* into *octopus*.



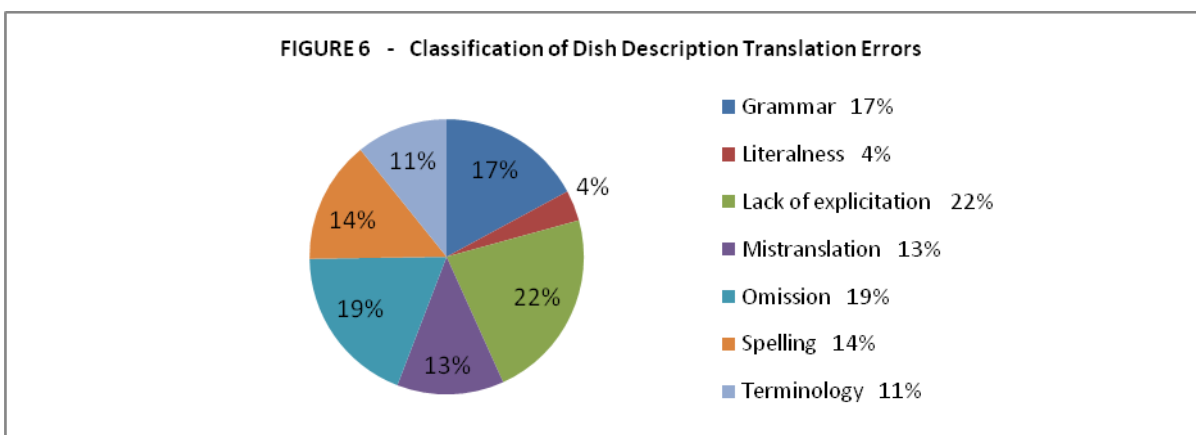
Regarding the classification of cooking methods translation errors, FIGURE 4 notoriously marks the lack of expertise of the translator, as the graph shows a big amount of *omission* errors (46%), i.e. Translation # 1 (*Pechuga de pintada asada* translated into *Guinea fowl breast*), and *mistranslation* errors (23%), i.e. Translation # 77 (*Hígado a la plancha* translated into *fried liver*); taking into account that the original texts do not imply a high difficulty to be translated.



In relation to the classification of culinary terms translation errors, FIGURE 5 asserts once again that the *lack of explicitation* (27%) and a mistaken use of specific *terminology* (29%) cause most of the errors. Typical examples of this could be Translation # 91 (*Calamar a la andaluza "casero"* translated into *Fried homemade squid rings*; the translation does not really convey the meaning of the term "a la andaluza") or Translation # 28 (*Costillas de ternera* translated into *Veal spareribs*; while veal means/refers to beef, spareribs means/refers to pork).



According to the classification of dish description translation errors, FIGURE 6 clearly denotes the complexity of the task, as the figures of the chart are quite homogeneous. Once again, *Lack of explicitation* errors (22%) are prominent; catching the attention the percentages of *grammar*, *spelling*, and *mistranslation* errors. Typical examples are Translation # 74 (*Cordero al horno con variedad de verduras* translated into *Lamb from the oven with variation of vegetables*) or Translation # 100 (*Respostería casera* translated into *Homemade cake*).



Additionally, we want to point out that during the application of the Standardized Approach to Menu Translations, we widely applied the strategies of *translation with explicitation* (50%) and *loan word plus explanation* (33%) to our own translation alternatives.

Finally, we would like to discuss the findings regarding the data analysis of the questionnaires' answers. The following chart in Table 1 highlights the main figures.

QUESTIONNAIRE TO EVALUATE MENU TRANSLATIONS' QUALITY					
a) Text's message is clear and easy to understand.					
	strongly disagree	disagree	agree	much agree	strongly agree
TA	8%	35%	41%	10%	6%
TB	2%	6%	27%	31%	34%
b) The text looks complicated; more information would be of help.					
	strongly disagree	disagree	agree	much agree	strongly agree
TA	7%	40%	23%	23%	7%
TB	35%	52%	11%	1%	1%
c) Some parts of the text seem to be translated word by word.					
	strongly disagree	disagree	agree	much agree	strongly agree
TA	9%	20%	34%	20%	17%
TB	31%	45%	20%	0%	4%
d) Grammar and vocabulary seem to be properly used.					
	strongly disagree	disagree	agree	much agree	strongly agree
TA	6%	43%	37%	7%	7%
TB	0%	6%	48%	15%	31%
e) The translation seems to be done by Google Translate.					
	strongly disagree	disagree	agree	much agree	strongly agree
TA	10%	31%	38%	12%	9%
TB	31%	55%	11%	1%	2%

TABLE 1 - Data analysis of the questionnaires' answers

Broadly speaking, the findings denote the improvement the translations suffered regarding its functional aspects, as the figures in red manifest. According to the

answers to **question a)**, 35% of the informants stated that the message of the original translations was not clear and easy to understand, while they declared almost the opposite regarding the revised translations (27% agree, 31% much agree, 34% strongly agree). These figures appear to be in the same vein as the findings of the corpus data analysis, where 72% of the translations had errors regarding dish description.

In the same line, answers to **question b)** show similar impressions, while a high percentage of informants agree that the text of the original translations looks complicated (23% agree, 23% much agree), they give an opposite opinion regarding the revised translations (52% disagree, 35% strongly disagree). These particular figures could be considered representative of the improvements obtained by the application of the Standardized Approach to Menu Translations, as the percentage of original translations containing lack of explicitation errors were really relevant (62%).

As **question c)** was originally designed to measure the way readers react against literalness, answers to this question are explicit regarding the positive results obtained by the revised translations (45% disagree and 31% strongly disagree when asked if the text seem to be translated word by word). Remember the aforementioned figures regarding the applied strategies to tackle this linguistic phenomenon (*translation with explicitation* 50%, *loan word plus explanation* 33%).

Similarly, answers to **question d)** show the same tendency of improvement, where 94% of the informants state that grammar and vocabulary seem to be properly used.

Finally, the findings regarding answers to **question e)** shed light to the importance of using a professional method in the field of menu translations; most of the informants (86%) stated that the revised translations did not seem to be done by using machine translation systems.

6. Conclusions

Once we are coming to the end of our study, we would like to highlight some important aspects that have arisen during the research. After a thorough process of investigation, we can certify that our first motive (to improve the quality of menu translations) is still worthy of attention. The findings obtained through the analysis of the corpus of Majorcan menu translations denote an outstanding amount of poor-quality ones. Besides, we have confirmed that what at first appears to be a quite easy task, often becomes a complex work. Moreover, we can also assert that there is still a great job to be done in the field.

With regard to the findings obtained, we could affirm that the research question was answered, as the results of the investigation display a good set of translation criteria/strategies professional translators can apply to overcome typical errors in menu translations. In addition to this, the corpus contains a good set of translations of typical Majorcan dishes, which could serve as a starting point for the developing of a local culinary lexicon.

Concerning the main aim of this research, to test if a standardized approach to menu translations would result in a useful tool for professional translation, we humbly confirm its usefulness. Although it was not possible to present the questionnaires to a bigger amount of informants (due to the fact that the data analysis of the corpus of menus was very time demanding), the findings show that the application of the Standardized Approach to Menu Translations greatly affect the quality of the original translations, improving its functionality and intelligibility. It is also worthy of mention its utility to improve the translations of culturally specific terms and technical cooking procedures; most of the informants (92%) agreed that the text's messages of the revised translations were clear and easy to understand. Considering that the corpus contained a lot of local and international typical dishes, those figures are quite relevant.

To sum up, the results of the investigation contribute to enhance our prospects to go on working in the field of menu translations.

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