**Språk®** is not just a translation service simply turning ‘words’ to other words and in another language. What makes us distinctively unique is our specialism only within specific markets and really, just two sectors being:

* **Food and drink products for human and animal consumption**
* **Hospitality (hotels & restaurants) and tourism**

**Språk®** service is an understanding of these marketplaces, the environment for potential and prospective product placement, culture, legislative requirements, customer orientated formats such as order and preference.

**Example 1:**

**Company ‘x’** is a SME brewery producing a small range of British Real Ales and in a crowded UK marketplace, considering exporting a range of product to benefit from volume growth. The preferred format of the packaging will be 500ml bottles, distributed via their existing drinks distributor with an Eastern European base, hospitality, retail and wholesale clientele

This the most obvious first step to toe dip into the marketplace. Thanks to our experience and local knowledge of the region, we suggested adding Finnish and Swedish languages to the proposed languages. The ferry ports of Tallinn and Riga attract half a million Scandinavians via the Tallink Silja routes, freed from Systembolaget and high taxes on alcohol products.

This suggestion was taken up and an eight-language multilingual printed brochure developed for the distribution to stockists throughout the region. This was added as a PDF online brochure on the client website. The relevant data such as ingredients, allergen warnings and information such as best before dates passed to the clients’ designer. Prior to print, this was passed back to us for proof reading by our panel.

We are now ready to repeat this process for Southern Europe and suggested targeting Lidl’s regular ‘Taste of’ special events. Given that such events are planned six months in advance, it is critical that the final product is finished prior to any acceptance of an offer to supply. In the meantime, now that the work is done, the product is ready for placement, not just in the UK, any European marketplace!

**Project Price circa £3.8k, Duration: Ongoing**

**Example 2:**

**Restaurant ‘y’** is based in central Brussels and offers a wide Mediterranean Fish menu with three outlets. Over the past 5 years, the proprietors have noted an increase in the number of Asian clientele frequenting their restaurant. Chinese patrons are typically in larger groups and per head, spend 1.8x more than Europeans per cover. It is a case of ‘not what you have got, it is what you have lost and could have’. During the summer of 2016, we were asked to observe [over a three-week period] how many people (including other statistics), did view their menu boards, yet walked away. Alternatively, decided to frequent the premises and place an order.

Result: The greater majority could not understand the Dutch/French/German menu and walked away because they ‘could not relate to the options on offer’.

No menu board should or try to represent every single language and may be counterproductive. Our suggestion was a QR code on each menu, presenting the menu to the clientele in their own language. On trial, there are other options that increased trade another 26%. QR recognises the consumer interest and specific promotions may be just the ‘cuddle’ that inspires and attracts customers into your restaurant!

**Project Price circa £2.5k, Duration: Ongoing**

**Example 3:**

**Hotel ‘z’** is a 6-chain hotel based in the UK. The brief is to increase service up a gear and increase the room and restaurant spend, therefore overall revenue spend rate. We worked with their sales team, creating multilingual room service brochures, restaurant menus, local information literature… On entering the website, clients around the globe can see the offer, when they arrive, enter the lift, access the room, frequent the restaurant, swimming pool, the bar: **their language is global.** Your WELCOME for much WELCOMED Clientele!

**Simple and cost effective, informative and consumer relevant**.

**Project Price: Not disclosed, Duration: Ongoing**

**Språk® has a policy of never disclosing clients that we work with, identifying work we have completed or in process. Every project shall be individually tailored to the demands, needs and requirements of our contracted clientele.**

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