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## **Spanish-to-German Translations of Olive Oil Export Company Websites: a Focus on Geographical Indication and Olive Oil Category Terminology<sup>1</sup>**

### **Abstract**

According to a report by the Spanish Ministry of Agriculture, Fishing and Nutrition (2022), olive oil accounted for a total turnover of 148.39 million euros in 2021, making olive oil Spain's fifth agricultural product in terms of sales volume. Approximately one third of all production is exported, Germany leading European exports with 258 tons (t) of olive oil. Product descriptions must be translated for foreign markets, and in this case, particular attention must be paid to the terms used to describe olive oil quality, notably the geographical indications and olive oil categories. Terminological research (Ibañez Rodríguez, 2003) is thus a key dimension of translation here: the selected words must be recognisable by potential foreign customers, and they must be in line with the terminology established by the European Commission. In this study, we worked on a corpus of websites of Andalusian small and medium-sized enterprises (SMEs) in both German and Spanish. These SMEs all actively produced and sold olive oil and had an EU geographical indication register. In order to analyse how geographical indications and olive oil categories were translated from Spanish into German and to determine whether EU terminology was applied, we used the Sketch Engine programme. We found a wide range of translations which were potentially creating misunderstandings and raising doubts in the minds of German consumers.

### **Keywords**

Spanish-German website localisation; economic translation; extra-virgin olive oil; Protected designation of origin (PDO); Protected geographical indication (PGI)

### **1. Introduction**

Olive oil plays a key role in the Spanish economy and the volume of olive oil sales increased from 19,735 t in 2004 to 30,881 t in 2021 (Ministerio de Agricultura, Pesca y Alimentación, 2022, p. 3). Andalusia has 1.62 million hectares of olive groves, making it the Autonomous Community with the largest olive grove surface area. A notable province within Andalusia is Jaén, which accounts for 36% of Andalusia's olive grove surface area (Junta de Andalucía). Olives and olive oil are Andalusia's leading products: 1.15 million tons of olive oil were obtained in the region over the 2021/22 production year, representing a 3.9% increase with respect to the 2020/21 production year and a 4.2 % growth compared to the average of the four previous production years (2017/18 - 2020/21). In fact, the total olive oil production in 2022-23 was valued at 2,860 million euros.

Marks of quality, that is, olive oil quality in this case, play an equally important role in product promotion. Upon analysis of the quality seals granted by the European Commission, we can observe that the number of Protected Designations of Origin (PDO) attributed to Spanish olive oil rose from 3 to 31 between 1988 and 2021 (Ministerio de Agricultura, Pesca y Alimentación, 2022, p. 72).

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Within the Andalusian Autonomous Region, there are currently 12 PDOs and 1 Protected Geographical Indication (PGI) distributed across 230 companies (Limbach, in press).

Olive oil exports are an essential part of Spain's economy: a total of 1,222 t of olive oil with a PDO are exported from all over Spain to EU countries, while 7,160 t are exported to third countries, especially to China (2,316 t). Within the EU, the major countries of destination of most PDO olive oil exports are Germany (258 t) first, Italy (257 t) second, and France (254 t) third (Ministerio de Agricultura, Pesca y Alimentación, 2022, pp. 70-71).

Moreover, ever more companies are offering guided tours of their olive groves and oil mills. This kind of tourism is called "oleotourism" (Janodet, 2022) and it includes oil tasting events, visiting the olive groves, learning the olives harvest, how oil is obtained, etc. In this way, the olive oil business is becoming increasingly similar to the wine business. Also, health benefits of olive oil are taken into account as well as its promotion: it is a major component of the Mediterranean diet and is gaining ground in the natural cosmetics industry.

Linguistic mediation plays a significant role given that olives – as well as other related products and services (oleotourism) – are being exported and/or offered to foreigners and tourists. This mediation is all the more important in the countries that are the biggest purchasers of olive oil. In other words, within the EU, German linguistic mediation has an important role to fulfil since Germany is Europe's largest buyer of olive oil.

Several types of texts are generated in this field, which can be called oleic field. On the one hand, we find company websites, where companies present themselves and conduct promotional campaigns. On the other hand, we find texts which refer to economic activity, and which are elaborated by and for the trade (purchase contracts, product reports, delivery notes, etc.). There are also legal texts, which regulate, for example, oil quality, the obtaining of quality seals, etc., to name but a few. We must remember that the EU also establishes standards, regulations and reports on the olive oil produced in member countries, as well as its quality and categories. Likewise, producer countries themselves have their own legislation relating to olives and olive oil, etc. In addition, ever more scientific literature is emerging on olive oil and olives (Fernández Roca & López-Manjón, 2024; Rubio López, 2025; Sanz-Valdivieso & López-Arroyo, 2025).

The different types of texts elaborated on olive oil are thus specialised or semi-specialised. We believe that to conduct linguistic mediation in the various textual domains relating to olive oil (the commercial, legal, economic domains, etc.), it is necessary to gather the proper documentation and to be familiar with the subject – as in the case of the wine sector and in any other type of specialized translation. In this sense, according to Ibáñez Rodríguez (2003, p. 538), translating, writing or revising texts about vines and wine requires, as in the case of any other specialisation, requires essential subject knowledge and the management of documentation.

The objective of this work was to study how certain elements indicative of olive oil quality – specifically, olive oil categories and the PDO/PGI – were translated on the websites of SME. The SME selection criteria were as follow: to be dedicated to olive oil production and sale; to have a PDO or PGI granted by the European Commission; and to have been localised from Spanish to German. Our research was part of a broader research project entitled "COMVENCE. Multimodal Multilingual Digital Communication for Andalusian SME: Discursive analysis of corporate websites", a research and innovation project within the framework of the ERDF Andalusia 2014-2020 operational programme, financed by the Andalusian Government through European regional development funds, conducted from 1 June 2021 to 30 June 2023 at the Pablo de Olavide University of Seville<sup>2</sup>.

In the following we will first address website localisation, the challenges for translators, the theoretical framework and empirical data before focusing on website discourse of Andalusian olive oil SMEs. After that, we will comment on the objectives of our study as well as the methodology and

<sup>2</sup> For further information see <https://www.upo.es/investiga/comvence/>

the corpus used in this study. As the documentation phase forms part of our research objectives, we will present this section right before our results and then draw the conclusions of our research.

## 2. Website Localisation and Challenges for Translators

Website contents combine texts with the use of computers and internet and are visualised and used online (Medina Reguera & Ramírez-Delgado, 2022, p. 125). They stand out for their functionality (Shepherd & Watters, 1999; Schmid-Isler, 2000; Jiménez-Crespo, 2013), as they allow user interactions and are dynamic and updated (Medina Reguera & Ramírez Delgado, 2015, p. 125). They are also multimodal, since they can integrate written text, audio, videos, and images.

Several studies have examined websites in the oleic field from a linguistic viewpoint. Medina Reguera & Ramírez-Delgado (2019, 2022) examine and classify website localisation errors made by companies in the olive sector. Their main starting hypothesis is that a high-quality multilingual communication strategy increases sales abroad, focusing on the website as a basic communication tool. The authors analysed 116 websites of olive oil production and export companies in their original version in Spanish and localised into English, taking into account text superstructure, macrostructure and microstructure. The authors found that most localisation errors were due to the inappropriate use of language (63.58%), followed by section omissions or content deletion (33.48%). They concluded that web localisation professionals should build awareness around the impact of localised versions and how the latter allows to optimise the product results of small company websites (Medina Reguera & Ramírez-Delgado, 2019, p. 17).

Along the same lines, Carmona Sandoval & Ait Saadi (2015, p. 12) started with the hypothesis that the growing exchanges between Spanish and foreign companies should lead to increased demand for professional translation services and a greater number of localised websites. They analysed the websites of Alicante and Murcia companies belonging to the Spanish Federation of Associations of Exporting Producers of Fruits, Vegetables, Flowers and Live Plants (FEPEX).

Yet, the results were surprising: corporate websites in the fruit and vegetable sector were scarce and poorly translated. Furthermore, when they were localised, the predominant language was English, despite the fact that the French-speaking and German markets purchase almost 50% of all Spanish merchandise sold abroad (Carmona Sandoval & Ait Saadi, 2015, p. 24).

Other works have examined the website translations of Andalusia's Regulatory Councils and their localisation into German (Limbach, 2025) or the websites of Andalusian SMEs and their localisation into German (Limbach, in press).

In line with Medina Reguera & Ramírez-Delgado (2019), as well as Carmona Sandoval & Ait Saadi (2015), we believe that a professional German localisation of Spanish SME websites dedicated to olive oil production and sale can improve seller-buyer communication and thus increase sales. As Medina Reguera (2015, p. 21) comments, language is a major barrier:

Sin embargo, los motivos por los que el aspecto lingüístico es uno de los más olvidados en el desarrollo del negocio internacional no son atribuibles a las industrias de la lengua, sino más bien a la falta de información o concienciación sobre los beneficios que la inversión en multilingüismo genera o revierte en las empresas. Una buena muestra de esta carencia es el bajo número de sitios web corporativos que tiene España respecto de otros países de la UE (Informe ePyme 2014) [...]

[However, the fact that linguistic aspects are among the most overlooked in the development of international business cannot be attributed to the language industry, but rather to a lack of information or awareness about the benefits which investing in multilingualism generate or revert back to companies. A good illustration of this lack is Spain's reduced number of corporate websites compared to other EU countries (Informe ePyme 2014) [...]] [Our translation]

Added to this are the numerous challenges faced by translators and the fact that translations are executed by non-professionals or directly via automatic translation, which is not always of good quality. Below we offer a summary of some of the greatest website localisation challenges faced by companies that sell olive oil on international markets:

- a. The translator must pay special attention to the different speech functions: the informative function, promotional function, commercial function, the phatic and interpersonal function, and the appellative function.
- b. The translator must know the terminology as well as the subject and must also recognise the communication level (expert-expert, expert-novice, (semi-) expert-layman). They must recognise the corresponding elements in the source language text and know how to transmit them appropriately in the target language. A distinctive technique, specific knowledge, or certain advances are normally generated in a specific culture and therefore the terms used to refer to them do not exist yet in other cultures. Problems thus arise when trying to translate newly-created technical terms that do not yet have a corresponding term in the target language (Ibáñez Rodríguez, 2003, p. 539).
- c. The translator must be familiar with Spanish culture and tradition, that is, Andalusian culture. Indeed, not only are certain terms culturally unique but certain types of knowledge as well, such as geographical, culinary, festive domains, etc. In this case, the translator must expand the source text information for the target recipients since they are less knowledgeable in these domains than the source text recipients. Culture is also reflected in how the different functions mentioned above are expressed in the text. As specified by Suau Jiménez & Labarta Postigo (2017, p. 206), discursive elements depend on culture and cannot be translated literally without creating a “polluted” discourse.
- d. Other translator difficulties include having to convince companies that they need a high-quality translation and that it should be realised by expert and well-trained translators, not by laymen or machine translation (Medina Reguera, 2015, pp. 38-39).

In this work, we focus on the translation of terms that guarantee olive oil quality, so prior documentation plays an essential role – as in any specialised translation (Ibáñez Rodríguez, 2003, p. 540). In line with Gamero Pérez (2001, p. 45), Ibáñez Rodríguez (2003, p. 541) confirms that to ensure adequate documentation, the following sources should be consulted:

- terminological sources, which provide information on specialised terms (glossaries, specialised dictionaries, terminological databases, etc.),
- specialised documentation, which offers a set of knowledge about a specific discipline (encyclopaedias, parallel texts, manuals, monographs, research articles, etc.),
- bibliographic sources, which provide information on the documentation available in each specialty (bibliographic repertoires, library catalogues, etc.)

Added to these sources is the enormous amount of information available on the Internet, which can be accessed through search engines and by entering the appropriate search words to properly filter the results.

### 3. Theoretical Framework and Empirical Data

Norwegian egalitarianism finds its root in the nineteenth century liberal principles concerning ci- Translation research does exist in the field of olive oil texts; however, the number of studies is still scarce, and even more reduced regarding the Spanish-German linguistic combination. Some works investigate webpage localisation in the field of olive oil (Medina Reguera & Ramírez-Delgado, 2019), in the domain of fruits, vegetables and live plants in the Alicante and Murcia regions

(Carmona Sandoval & Ait Saadi, 2015), or on oil tourism websites (Luque Janodet, 2022). Other olive oil studies focus on lexicographic or terminological issues. Thus, terminology glossaries can be found for the English-Spanish and the Spanish-English linguistic combinations (Santa María, 2013) or for the Spanish-English and the Spanish-Chinese (Roldán Vendrell, 2013). A lexical study has also been conducted on Spanish-German oil tourism promotion in Andalusia (Montes Sánchez, 2020). Terminological work has equally been carried out on wine and olive oil tasting (López Arroyo & Sanz Valdivieso, 2022) as well as translation research on wine and olive oil in medical fields (Montes Sánchez, 2023). Protected designations of origin and geographical indications have also been studied, but not in the field of olive oil, only wine (Ramírez Almansa, 2019).

#### 4. Website Discourse of Andalusian Olive Oil SMEs

In the case of Andalusian oil SME websites, we observed that the web discourse has a dual function: on the one hand, it informs readers about the products (informative function); and, on the other, it builds up the readers' desire to buy them (promotional function). The promotional function is also found in other textual genres such as tourist guidebooks (Suau Jiménez & Labarta Postigo, 2017). In our view, website discourse, which we examine in this work, shares similar functions and characteristics with tourist guidebooks. Tourist guidebooks

“mezclan la promoción [turística], la divulgación de conocimientos [...], a lo cual habría que añadir quizá la influencia de la función interpersonal, con marcadores y estrategias que conforman un diálogo implícito entre autor y lector” (Suau Jiménez & Labarta Postigo, 2017, p. 206).

[mix the promotion [of tourism], the dissemination of knowledge [...], to which we should perhaps add the influence of the interpersonal function, with markers and strategies that form an implicit dialogue between author and reader] [Our translation]

Our experience shows that oil SME websites follow a similar pattern: they are designed to present the company as well as its products and services, and to sell the latter to potential buyers.

The texts also include cultural references to the intangible heritage of Andalusian culture (Luque Janodet, 2022, p. 58), which can be divided into the following categories: 1) festive rituals; 2) crafts and knowledge; 3) modes of expression; and 4) food and culinary systems.

The terminological dimension adds to these functions. As Luque Janodet (2022, p. 60) confirms,

“[l]os usuarios de la olivicultura y elaiotecnica articulan un discurso más o menos especializado en función de los conocimientos del emisor y del receptor.”

[Olive growers and elaiotechnics users articulate a more or less specialised discourse depending on sender and receiver knowledge].

In our case, the terms can refer to the olive harvesting process, tools, the olive oil production process, the cultivating and care of olives, etc.

Durán Muñoz & del Moral Álvarez (2014, pp. 48-49) defined three levels of communication: 1) highly specialised expert-expert communication; 2) expert-novice communication, which may require certain techniques, such as including explanations of certain specialised terms; and 3), (semi)expert-layman communication, where the audience cannot be expected to have specialised knowledge. This latter level corresponds to the website discourse analysed in this study, i.e., one where experts communicate to the public. In German-speaking literature such communication is also known as *fachexterne Kommunikation* (literal translation: external specialised communication) (Engberg, 2017).

As the main function of this discourse is commercial, here we also encounter marketing and commercialisation language, including legal terms that justify the product quality, such as the oil



categories produced and the quality seals obtained. Company website narratives dedicated to olive oil sales are also expected to describe product quality, which is why they also include linguistic elements that refer to certificates or awards.

On this topic, the discourse is therefore hybrid in nature: it intermingles technicalities, terminology, and colloquial elements. Moreover, it has multiple purposes: its functions are informative, promotional, commercial, phatic and interpersonal as well as appellative. The company's aim is to present itself (informative), as well as the products and services it offers (informative), to promote them (promotional), sell them (commercial), establish and maintain contact with potential customers (phatic and interpersonal), while also encouraging them to buy its products or services (appellative).

## 5. Objectives and Methodology

Several objectives were pursued in this work: first we compiled our corpus (see section 6), then, we completed a documentation phase, which was a secondary study objective (see section 7). In our view, our main terminology documentation source should be the content published by the European Commission (EC) on the internet (European Commission, Olive oil in the EU) since this institution protects the quality of agricultural products produced in member countries through PDO and PGI, as well as through the olive oil categories that we examine in the present work. After that, in a third step, we examined how certain elements indicative of olive oil quality were translated from Spanish into German on the websites, which formed our corpus. We thus focused on the terms used for the olive oil categories as well as the terms established by the European Commission, and which can be found on the EC website, to indicate the quality of certain products, in our case, the PDO and the PGI. On the websites in German, we aimed to identify the terms that could adequately identify the various olive oil categories and correspond to the EU's PDO and PGI.

Finally, we compared the results of our corpus to the documentation results to determine whether a potential German consumer was able to evaluate olive oil quality based on the chosen terms. Worthy of note, there was no intention to categorise translation or localisation errors in any way in this work.

Through this work, we aimed at extending linguistic (and translational) olive oil studies. We thus conducted a study which had already been initiated on the German localisation of the websites of Regulatory Councils responsible for regulating and standardising the actions of agents assigned to an olive oil designation of origin in Andalusia (Limbach, 2025).

Regarding the work methodology, we compiled a corpus of all Andalusian SMEs which: were dedicated to olive oil production and sale; were granted an EU PDO or PGI; and whose website was in both Spanish and German. We used the Sketch Engine programme, an online text analysis tool that studies language by analysing massive text collections called corpora, to compile and work with the corpus. The data relating to the study objectives was extracted through word search queries and single word and multiword term extraction. We also used frequency lists in order to examine how many times a specific single or multiword term was used in our corpus.

## 6. Our Corpus

Our corpus is a subcorpus of the COMVENCE project. While the COMVENCE corpus is made up of websites of Andalusian SMEs dedicated to the production and sale of products of which some are registered as PDO or PGI (wine, cheese, ham, olive oil, etc.), our corpus is made up only of Andalusian SMEs dedicated to the production and sale of olive oil coming in both a Spanish and German version. We therefore call it COMVENCE\_OLEO. A total of 230 Andalusian SMEs producing virgin olive oil have been attributed a PDO or PGI. A search in the Google search engine showed that only 159 of them (69%) had a website – and that 71 companies (31%) did not. Of the

159 SMEs that had a website, only 7 offered a German version, i.e., 4%. Although our corpus is relatively small, it represents the translation reality and is thus relevant for our study.

The geographical distribution of the corpus was as follows:

- Cordoba (7 pages, 2 enterprises)
- Granada (5 pages, 1 enterprise)
- Jaen (16 pages, 3 enterprises)
- Sevilla (4 pages, 1 enterprise)

We selected only the webpages that contained information on the protected designation of origin, excluding pages on which no EC protection information appeared, such as, for example, the contact form or the online store. We downloaded the selected pages in html format and compiled a parallel corpus using the Sketch Engine programme, one in Spanish and the other in German. An attempt was made to align the corpus with the help of the Sketch Engine programme. However, due to the non-sequentiality of the hypertext a correct alignment was not possible. For this reason, we decided to examine the Spanish and the German corpora separately, once in Spanish and once in German, contrasting our analysis for each item in the other corpus respectively. Also worthy of note is the fact that we had no information on whether the websites had been localised through automatic or human translation. We did not detect any machine translation plugins, but this is no guarantee that machine translations were not used, as the text could have been machine-translated beforehand.

## **7. Documentation Phase: Olive Oil Categories, PDO, PGI and TSG and Their Translation into German**

As mentioned above, we considered the official terms used by the European Commission our main source for the terms and therefore looked them up on the official website in the Spanish and German version.

### **7.1. PDO, PGI and TSG**

The EC offers three types of protection: the *Protected Designation of Origin* (PDO), the *(Protected) Geographical Indication* (PGI) and the *Traditional Specialty Guaranteed* (TSG). In the case of olive oil, only the PDO and PGI apply, as olive oil does not fit the criteria for TSG, which focuses on a product's traditional characteristics independently of where it is made. As the EU states, “product names registered as PDO are those that have the strongest links to the place in which they are made” (European Commission, Geographical indications and quality schemes explained). It applies to food, agricultural products, and wines. “Every part of the production, processing and preparation process must take place in the specific region. For wines, this means that the grapes have to come exclusively from the geographical area where the wine is made” (European Commission, Geographical indications and quality schemes explained).

According to the EU,

the PGI emphasises the relationship between the specific geographical region and the name of the product, where a particular quality, reputation or the other characteristic is essentially attributable to its geographical origin. [It applies to] food, agricultural products and wines. For most products, at least one of the stages of production, processing or preparation takes place in the region. In the case of wine, this means that at least 85% of the grapes used must come exclusively from the geographical area where the wine is actually made (European Commission, Geographical indications and quality schemes explained).

As the EC states on their official website the term Traditional Speciality Guaranteed (TSG)



highlights the traditional aspects, such as the way the product is made or its composition, without being linked to a specific geographical area. The name of a product being registered as a TSG protects it against falsification and misuse (European Commission, Geographical indications and quality schemes explained).

Companies can apply to the EC for one of these Geographical indications which “enables consumers to trust and distinguish quality products while also helping producers to market their products better” (European Commission, Geographical indications and quality schemes explained).

These EC labels exist in all 24 official EU languages. Likewise, the logos can be downloaded from the website in all official languages. In Spanish, the term used by the EC for Protected Designation of Origin (PDO) is Denominación de origen protegida (DOP) whereas the the official German term for PDO proposed by the EC is geschützte Ursprungsangabe (g. U.) (see Image 1 and 2). The official terms used by the EC for (Protected) Geographical Indication (PGI) are Indicación Geográfica protegida (IGP) in Spanish and geschützte geographische Angabe (g. g. A.) (see Image 3 and 4). Finally, for Traditional Speciality Guaranteed (TSG) the official terms are Especialidad tradicional garantizada (ETG) in Spanish and garantiert traditionelle Spezialität (see Image 5 and 6). However, this kind of protection cannot be applied to olive oil which is why we did not take it into consideration in our research.

Thus, these respective terms in the German language are used to qualify the products that have obtained these protection labels in Germany. Therefore, German consumers who pay attention to the quality of the products they consume are accustomed to both the terms and the logos in German and recognise them.



Image 1: Logo PDO in Spanish



Image 2: Logo PDO in German



Image 3: Logo PGI in Spanish



Image 4: Logo PGI in German



Image 5: Logo TSG in Spanish



Image 6: Logo TSG in German

A quality translation from Spanish to German should therefore use the established EC German terms. The logos with the German term (Images 2, 4 and 6) could even be incorporated into the target text.

It should be noted that the EC always uses the term *Ursprungsbezeichnung* and never the term *Herkunftsbezeichnung* as we can observe in other types of documents such as the Official Gazettes of the EC, specifically, Regulation (EU) No. 1151/2012<sup>3</sup> on quality schemes for agricultural products and foodstuffs.

## 7.2. Olive Oil Quality Categories

Both Spanish and European legislation establish quality criteria for olive oil. The EC distinguishes 8 olive oil categories (extra-virgin olive oil, virgin olive oil, virgin lampante olive oil, refined olive oil, olive oil composed of refined olive oils and virgin olive oils, olive pomace, crude olive-pomace oil and refined olive pomace oil). Not all of them, however, can be sold to consumers: “Only extra-virgin olive oil, virgin olive oil, olive oil composed of refined olive oils and virgin olive oils, and olive pomace oil can be purchased directly at retail” (European Commission, Olive oil in the EU).

The EC further establishes that:

[i]n order to be marketed under a certain category, the olive oil’s characteristics must respect the limits established for that category under EU rules. It is the responsibility of the operators and the EU Member State to ensure that this is the case (European Commission, Olive oil in the EU).

The rules, regulations and information provided by the EC regarding the olive oil categories are of special interest from a translational point of view, since these categories can be consulted, together with their respective definitions, in all official languages by simply changing the language on the website. There are three different categories of virgin olive oils. Among them, one is not directed towards the retail market but is used for industrial purposes. Table 1 presents these olive oil categories together with the information provided by the EC in Spanish, German and English (European Commission, Olive oil in the EU).

<sup>3</sup> Regulation (EU) No 1151/2012 of the European Parliament and of the Council of 21 November 2012 on quality schemes for agricultural products and foodstuffs

	Spanish	German	English
Categorías de aceite de oliva / Olivenöl-Kategorien / Olive oil categories	<b>Aceite de oliva virgen extra:</b> es la categoría de mayor calidad. Desde un punto de vista organoléptico, no tiene defectos y es afrutado. No debe tener una acidez superior al 0,8 %.	<b>Natives Olivenöl extra</b> ist die Kategorie mit der höchsten Qualität. Hinsichtlich ihrer organoleptischen Eigenschaften hat es keinerlei Fehler; der Geschmack ist fruchtig. Sein Säuregehalt darf 0,8 % nicht überschreiten.	<b>Extra virgin olive oil</b> is the category with the highest quality. From an organoleptic point of view, it has no defects and is fruity. Its acidity level must not exceed 0.8%.
	<b>Aceite de oliva virgen:</b> puede presentar algunos defectos sensoriales pero en muy pequeña cantidad. No debe tener una acidez superior al 2 %.	<b>Natives Olivenöl</b> darf geringfügige sensorische Mängel aufweisen. Sein Säuregehalt darf 2 % nicht überschreiten.	<b>Virgin olive oil</b> may have some sensory defects but at very low level. Its acidity must not exceed 2%.
	<b>Aceite de oliva virgen lampante:</b> es un aceite de oliva virgen de calidad inferior, con una acidez superior al 2 % y no presenta características afrutadas ni defectos sensoriales sustanciales. El aceite de oliva lampante no está destinado a la comercialización en el mercado minorista. Se refina o utiliza con fines industriales.	<b>Oliven-Lampantöl</b> ist ein natives Olivenöl von geringerer Qualität mit einem Säuregehalt von mehr als 2 %, keinerlei fruchtigen Eigenschaften und erheblichen sensorischen Mängeln. Oliven-Lampantöl ist nicht zur Vermarktung im Einzelhandel bestimmt. Es wird raffiniert oder für industrielle Zwecke verwendet.	<b>Lampante olive oil</b> is a lower quality virgin olive oil with an acidity of more than 2%, with no fruity characteristics and substantial sensory defects. Lampante olive oil is not intended to be marketed at retail stage. It is refined or used for industrial purposes.

Table 1. Olive oil categories established by the EC in Spanish, German and English (European Commission, Olive oil in the EU, data collected by the author)

## 8. Results

Below we present the results of our research in the exact way they were extracted from our corpus, i.e., reproducing punctuation, spaces, and spelling errors.

### 8.1. PDO and PGI

In the Spanish corpus, we searched for the terms or abbreviations related to the PDO or PGI. We also created frequency lists and obtained the following results:

Search terms in the Spanish corpus	Results in numbers
DOP	1
D.O.P.	0
DO	4
D.O.	6
Denominación de origen	12
IGP	0
Indicación	0

Table 2. Spanish corpus PDO/PGI results

The results of our Spanish corpus show that there are several ways to refer to PDO. The most used option was *Denomination of Origin* with a total of 12 results. No case was found in which the adjective *protected* was added. Different abbreviations were used, although less frequently, *D.O.* coming first (6 results), *DO*, second (4 results) and *DOP* last (1 result).

To examine which terms were used in the German corpus, we found some non-translated terms, based on Medina Reguera & Ramírez-Delgado (2019, pp. 7-18), that is, in our case, in Spanish, or even in English. Additionally, to verify whether it produced any results, we searched for both the term *Ursprungsbezeichnung* and the term *Herkunftsbezeichnung*, the latter being a literal translation of Spanish which is never used by the EC.

Search terms in the German corpus	Results in numbers
DOP	2
DO	13
D.O.P.	0
D.O.	0
Denominación	0
Denomination	0
Indicación	0
Indication	0
Bezeichnung	0
Herkunft	16
Ursprung	4
Geschützte Ursprungsbezeichnung (g. U.)	2
Herkunftsbezeichnung	8

Table 3. German corpus PDO/PGI results

In the German corpus, we found the Spanish abbreviations *DOP* (2 results) and *DO* (13 results) as well as the terms *Herkunft* (16 results) and *Herkunftsbezeichnung* (8 results), *Ursprung* (4 results) and *geschützte Ursprungsbezeichnung* (g. U.) (2 results).

## 8.2. Olive Oil Categories

Regarding the olive oil category, we searched for single word or multiword terms or abbreviations and also created frequency lists. The results are shown in Table 4:

Search terms in the Spanish corpus	Results in numbers
Aceite(s) de oliva virgen extra	50
Aceite(s) de oliva virgen	14
Aceite(s) de oliva	93
AOVE	57
Lampante	0

Table 4. Results obtained for the olive oil categories in the Spanish corpus (alphabetical order)

In the German corpus we found the terms *extra virgin olive oil* (50 results), *virgin olive oil* (14 results) and *olive oil* (93 results) both in singular and plural, as well as the abbreviation *EVOO* (57 results). As expected, the term *lampante* did not appear in our corpus, since this oil is not intended for retail commercialisation.

Apart from the German terms, we also searched for Spanish and English terms. We elaborated frequency lists and term lists (both single-word and multi-word) to find the equivalent terms used in the German corpus to refer to the olive oil categories.

Search terms in the German corpus	Results in numbers
100% native Olivenöl Virgen Extra	2
Aceite de oliva	4
Aceite de Oliva Virgen extra	12
AOVE(s)	50 <sup>4</sup>
Bio Olivenöl	2
DO Sierra Segura Olivenöl von maximaler Qualität	2
einzigartiges Bio Olivenöl	2
Evoos(s)	28 <sup>5</sup>
extra natives Olivenöl der Extraklasse	2
Extra ursprüngliches Bio Olivenöl	2
Extra ursprüngliches Virgin Bio Olivenöl	3
Extra Virgen (Ursprungs) Olivenöl	2
Extra Virgin Olivenöl	2
Geflügel	4
Jungfrau	0
natives Bergöl extra	4
natives Olivenöl	2
natives Olivenöl extra	16
natives Olivenöl Virgin/Virgen Extra	0
Olivenöl aus D. O. Baena	2
Olivenöl Virgen Extra	10
Organisches Extra Ursprüngliches Bio Olienöl	2
virgen	28
virgin	16

Table 5. Results in the German corpus for the olive oil categories (alphabetical order)

As we can see in Table 5, we detected a wide range of translations or even non-translations, as well as translations into English. In the section below, we evaluate the results.

### 8.3. Critical Evaluation of the Results

As we mentioned above, our Spanish corpus is composed of all the websites of Andalusian SMEs producing virgin olive oil which have been attributed a PDO or PGI and also have a German version of their website. We therefore consider the Spanish corpus representative also relatively small with 7 enterprises in total. The Spanish term *Denomination of origin* without the adjective *protected* (12 results) was the most notable of all in our corpus, though we also found some abbreviations, most of which equally missed the *P* for *protected*, whether with or without a dot (*DO* and *D.O.*, 4 and 6 results).

<sup>4</sup> among which “AOVE (kurz für Aceite de Oliva Virgen Extra; natives Olivenöl extra)” appeared twice

<sup>5</sup> among which “EVOO (Extra Virgin Olive Oil)” appeared twice

The equivalent terms found in the German corpus were more varied. In only two cases did we encounter the term *geschützte Ursprungsbezeichnung* with its abbreviation *g. U.*, used by the EU. A literal translation (*Herkunftsbezeichnung*) was found in 8 cases without the adjective *geschützt*, a lexeme not used by the EU. Likewise, we detected the Spanish abbreviation *DO* (13 results) and to a lesser extent, the *DOP* (2 results) abbreviation. In these cases, the Spanish abbreviation was maintained and was not translated into German, making it almost impossible for a German viewer to understand that it referred to *geschützte Ursprungsbezeichnung*, a term that is recognised and sought after as it represents and gives a EU guarantee of oil quality.

Regarding the olive oil categories, it is worth highlighting the frequent use of the *AOVE* abbreviation in the Spanish corpus (57 results) and *Extra Virgin Olive Oil(s)* (50 results), both in singular and plural. The results indicated that the use of the abbreviation was preferred and that this oil category predominated. These results seemed to be coherent as *Extra Virgin Olive Oil* is the highest quality category.

Nevertheless, in the parallel German corpus, we detected a wide range of alternative references to the olive oil categories and grouped them as follows:

- Use of abbreviations in Spanish and English: on the one hand, we observed the use of the Spanish abbreviation *AOVE* (50 results) and the English abbreviation *EVOO* (28 results). In only 2 cases in each language was an explanation added. While in the case of *AOVE*, the Spanish letters were explained and translated into German, in the case of *EVOO*, only the English term was referred to, with no translation into German. In this case, German consumers would possibly not understand the meaning. This fact could be a hint of a machine translation (Cuartero & Limbach, 2024, pp. 35-36).
- Non-translated terms: we detected the use of the terms *Aceite de oliva virgen extra* (12 results) and *Aceite de oliva* (4 results), i.e., non-translated terms. Therefore, German consumers would probably not understand them. Again, this could be due to a machine translation (Cuartero & Limbach, 2024, pp. 35-36).
- Terms with mixed languages: we detected translations such as *100% native Olivenöl Virgen Extra* (2 results), *Extra ursprüngliches Virgin Olivenöl* (3 results), *Extra Virgen (Ursprungs) Olivenöl* (2 results), *Extra Virgin Olivenöl* (2 results), *Olivenöl Virgen Extra* (10 results). Two or even three languages were mixed in these translations: Spanish, German and English. None of these terms correspond to official EU terminology, making it difficult for a German public to understand whether the oils fulfil the conditions of the official olive oil categories established by the EU. Also here, this could be due to a machine translation.
- Word repetitions: in some cases, a word was repeated, specifically *extra*: *Extra natives Olivenöl der Extraklasse* (2 results). In this case, the official EU term was used but in a different Word order and repeating *der Extraklasse*, which causes uncertainty in target recipients since the translation does not match the term that they expect to see and understand. This could be another hint of a machine translation.
- Attempt to integrate the PDO idea into the oil category: in some cases, an attempt was made to integrate the notion of PDO into the olive oil category: *(einzigartiges) Bio Olivenöl* (2 results and 2 results respectively), *DO Sierra Segura Olivenöl von maximaler Qualität* (2 results), *Extra ursprüngliches Bio Olivenöl* (2 results), *Olivenöl aus D.O. Baena* (2 results), *Organisches Extra Ursprüngliches Bio Olivenöl* (2 results). All translations probably raise doubts in the minds of the public because they could seem to be misleading advertising attempts, the term used to be similar to the official EU qualification.
- Creation of terms: the translation *natives Bergöl extra* (4 results) was found. In this case, a term was created based on the Spanish *aceite de oliva de montaña* creating some confusion as to whether it refers to *Olivenöl* (olive oil) or not.



- Serious error: we detected a serious translation mistake in the case of *Geflügel* (4 results), since it refers to birds. In our opinion, this may be an automatic translation error due to the mistaking of the abbreviation *AOVE(s)* for the Spanish word *aves*, classifying it as a spelling error, probably because the abbreviation could not be recognised.
- EU terms: we also detected the terms used by the EU, specifically, *natives Olivenöl extra* (16 results) and *natives Olivenöl* (2 results).

Also notable were the spelling errors found: most were adjectives written in upper case instead of lower case, compound words that were written separately instead of together, words written entirely in upper case, a Spanish custom (the use of upper case) but not a German one, etc.

## 9. Discussion and Conclusion

The various objectives pursued in this study were fulfilled. First, we completed a rigorous documentation task in order to determine the appropriate EU-established German terminology used to designate olive oil categories, as well as geographical indications. Second, we examined the terminology used in reality, that is, on the websites of Andalusian SMEs which produce and sell olive oil and have been granted an EU PDO or PGI. We specifically examined the actual use of olive oil category terminology as well as the PDO and PGI in both Spanish and German. Indeed, we consider the latter as key descriptive elements of olive oil quality and thus an important commercial factor in the discourse of the examined websites.

The study results showed that official EU terms were sometimes used but not in the vast majority of the texts, whether regarding PDO or olive oil categories. As for the PDO in the versions localised into German, the variety of “translations” was limited: they ranged from the non-translation of the Spanish abbreviations to a literal or partial translation, to a translation which used the official EU terms. In the case of the olive oil categories, translations widely varied. We detected non-translations and translations into English, confirming the research results of Media Reguera & Ramírez-Delgado (2019). We also detected a mixture of languages in the same “term”, creations of words, imprecise translations, etc. Also worth highlighting was the large number of spelling errors, the majority being upper- and lower-case errors and words written separately instead of together.

The terminology used on the German websites therefore lacked coherence and accuracy. Moreover, official EU terms were not employed. This means that on the one hand, the German public probably fails to directly understand the terms used on the websites and is therefore unable to determine the product’s quality. On the other, consumers probably doubt the quality of the product, since they expect to find the EU term for the quality level: the fact that they do not encounter the precise term could be interpreted as misleading advertising.

The results suggest that no rigorous documentary work was undertaken before translating the websites, either because the translator was not a professional or because an automatic translator was used. As a result, the products are not adequately presented to potential German buyers, as EU terminology is not being used, probably leading them to question the product’s quality. We therefore agree with Media Reguera & Ramírez-Delgado (2019, pp. 17-18) who stressed the need to explain the importance of quality translations to SMEs as the chosen wording can have a direct effect on product sales.

We hope that the results of this study will serve both SMEs and translators in the field of olive oil and help terminologists to elaborate glossaries and lists of specialised bilingual Spanish-German terms.

Future studies could extend the analysis of the discourse used on the websites of olive oil production SMEs that are granted designations of origin: they could focus on other terms or elements that refer to the quality or brands and consider the different textual functions (phatic, interpersonal, promotional, etc.).

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