

**An- Najah National University
Faculty of Graduate Studies**

**Translating Restaurants' Menus from English
into Arabic: Problems and Strategies**

**By
Kefaya Adeeb Hafeth Saleh**

**Supervisor
Dr. Odeh Odeh
Co-Supervisor
Dr. Sameer El –Isa**

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This Thesis was defended successfully on 28/12/2011, and approved by:


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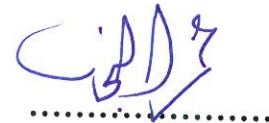
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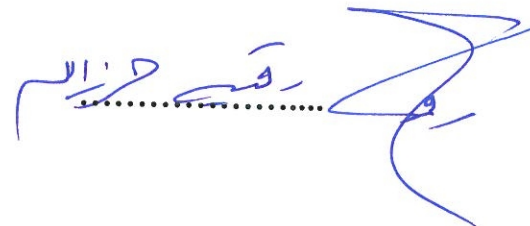
2. Dr. Sameer El-Isa /Second Supervisor


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3. Dr. Omar Najjar / External Examiner


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4. Dr. Ruqayya Hirzallah / Internal Examiner


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Dedication

To my dear mother for her love, care, support and patience.

To my beloved friends for their help and confidence.

Acknowledgments

My first word is to thank Allah for giving me patience to complete my thesis and for allowing this study to see light.

I am heartily thankful to my supervisors, Dr. Odeh Odeh and Dr. Sameer EL- Isa, for their advice, suggestions, support and encouragement all the way through to the end which enabled me to come up with this thesis.

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الإقرار

أنا الموقعة أدناه مقدمة الرسالة التي تحمل العنوان:

Translating Restaurants' Menus from English into Arabic: Problems and Strategies

ترجمة لوائح الطعام من اللغة الانجليزية إلى اللغة العربية: المشاكل واستراتيجيات الحل

أقر بأن ما اشتملت عليه هذه الرسالة إنما هي نتاج جهدي الخاص، باستثناء ما تمت الإشارة إليه حيثما ورد، وأن هذه الرسالة ككل، أو أي جزء منها لم يقدم من قبل لنيل أية درجة علمية أو بحث علمي أو بحثي لدى أية مؤسسة تعليمية أو بحثية أخرى.

Declaration

The work provided in this thesis, unless otherwise referenced, is the researcher's own work, and has not been submitted elsewhere for any other degree or qualification.

Student's name:

اسم الطالبة:

Signature:

التوقيع:

Date:

التاريخ:

List of Abbreviations

SL	Source Language.
TL	Target Language.
SC	Source Culture.
TC	Target Culture.
ST	Source Text.
TT	Target Text.
CSC	Culture Specific Concept.
CSCs	Culture Specific Concepts.
CBTs	Culture Bound Terms.
n.d.	no date .
pp.	pages.
Vol.	Volume.
Qtd	quoted

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Abstract

This study tends to identify the primary problems that face menus' translators depending on the assumption that translating menus and food terms from English into Arabic is a problematic issue. Moreover; it aims to evaluate the main strategies used in translating menus in order to judge their accuracy, faithfulness and appropriateness to the menu as a genre.

The study is based on textual analysis of the corpus that includes 19 of restaurant menus in four different Arab cities: Nablus and Ramallah in Palestine, Amman in Jordan and Sharm - El- Sheikh in Egypt. The English food terms are compared with their Arabic translations and alternative translations are being suggested where is necessary and suitable.

The findings reveal that the main problems of translating menus are related to brand names, proper names, culture-specific concepts and ambiguous and semantically related terms. It also shows that seven strategies are used in translating menus. However, the source –oriented strategies such as transliteration and borrowing are the most frequent. The examination of the strategies proves that each strategy has positive or negative interpretations depending on the context of use.

Finally, the study concludes that the attentive reading of the source text and the good knowledge of linguistic and cultural aspects of menus on the part of translators will help to solve the problems of translating food terms and to produce satisfactory target texts which are free from errors and/or misleading and weak renderings. The recommendations built on these conclusions, the researcher hopes, will improve the process of translating menus by opening the doors for advanced research in this field from different dimensions.

Chapter I

Introduction to the Core and Domains of the Study

1. Domains and key notions of the study

Food may be considered as a carrier and a symbol of culture. Moreover, it is a tool through which a particular culture can invade different communities all over the world. For example, the American fast-food outlets are everywhere today and the names of American and other foreign food items such as "burgers" and "hotdogs" have found their way to the menus of local restaurants in Palestine and Jordan, among other places. Many studies (e.g. Counihan and Esterik, 2008) emphasize the relationship between food, culture, globalization and translation. However, few studies, to the researcher's best knowledge, investigate the issue of translating menus and foreign names of food items from English into Arabic although the issue may raise interesting questions.

Since food is a part of a culture that may spread to other cultures through translation, this study deals with *culture* and *globalization* as the main two key notions in translating food terms and menus.

1.1. Food and culture

Muhammad (1986: 3) defines culture as "all that a society inherits, learns and produces in the interaction with its environment." In other words, it is the experiences and habits which can be expressed in our history, social life, religion, traditions and customs. In this context, food is one area in which cultural identity may be expressed. Dr. Sahu (n.d.), in her

article " Translation as Power ", considers food as the most significant carrier of national culture, particularly material culture (<http://www.creativessaplings.com>).

Shortidges (1998: 6) argue that food habits differ from one culture to another. As a result, the focus on cultural dimensions by different scholars has increased during recent years. Kittler et.al. (2007: 1) argue that food habits vary among different ethnic or regional groups. This makes food an important expression of culture and cultural identity. In this context, Anderson (2005: 1) raises the question: "Why do the British and French not only eat so differently but also tease each other so mercilessly about it, century after century? The British call the French ' frogs', to which the French respond that "The English have a hundred religions and only one sauce'."

Food is not only a symbol of identity of one community or one culture, but it can be also a source for strange stories. In this context, Schlosser (2001: 231) ridicules the claim of Den Fajita, the billionaire who brought McDonalds to Japan that food can change the physical features of people. Schlosser says that Mr. Fajita promised his people "if we eat McDonald's hamburgers and potatoes for a thousand years, we will become taller, our skin will become white and our hair will be blond." However, Schlosser claims that "eating burgers and fries in Japan has not made people blonder but fatter."

1.2. Culture and language

The two notions are related and complement even though there many interpretations exist. Bassnett (1980: 13-14) sees that both language

and culture are interdependent and neither can survive without the other since language is "the heart within the body of culture." The same idea is emphasized by Smith (2002: 45) who states that language is "a carrier of cultural messages." Contextually, Muhammad (1986: 7) believes that culture is dependent on language because people learn culture through language and culture survives through language. This emphasizes that it is rather difficult to separate the identities of both language and culture.

The idea of inseparable relationship between language and culture is suggested strongly by Edward Sapir and Benjamin Whorf. Sampson (1980: 81-92) agrees with the Sapir-Whorf hypotheses which claims that language determines or at least influences thought and some non-linguistic behaviors. Hence, when language is a symbol of culture that reflects its literature, science, customs, values and even names of food items, the popularity of foreign languages and foreign terms in one culture may indicate a threat to both the national and cultural identities.

1.3. Translation and culture

Food culture first became an area of interest for translation studies as it shifted approach and orientation from linguistics to cultural, back in the 1970s. The importance of culture in translation is associated with the fact that translation is not merely an exercise at the language level, but also involves the cultures of the two peoples that can be close or remote. Ricardo (2002: 92) presents the article of Juliane House, "*Universality Versus Culture Specificity in Translation*" where she introduces significant statements that highlight the importance of culture over language in

translation. Such statements include "One does not translate languages but cultures. " and "In translation we transfer cultures not languages."

Nowadays, much attention is given to the cultural dimension in translation studies. According to Chan (2004: 52), translators ought to be sensitive to the cultural aspects which create much difficulty in translation. The same idea is shared by Newmark (1988: 94-100) who believes that cultural focus usually causes translation problems due to the cultural "gap" or "distance" between the source and target cultures (SC) and (TC) respectively. This gap can be represented through a number of concepts, including terms of food or clothes to name a few, which are bound to the SC and have no equivalents in the TC. Such concepts or terms are usually known as culture-specific concepts (CSCs) or culture-bound terms (CBTs)

Al-Harasi (2009) presents two different viewpoints concerning translation and culture. The first one considers the text as part of the culture to which it belongs and the purpose of translation is to introduce the SC to the target reader. As a result, translation should keep the norms and cultural aspects in order to enrich both the target language and culture. On the other hand, the second emphasizes the global nature of the text rather than the aspects of the source language or source culture (<http://www.nizwa.com>). Somewhere in the middle between the two visions, stand some scholars such as Full (2004: 15) who considers the translator as a mediator who should take into consideration that the target reader has different cultural vocabulary. This process of mediation is expected to be affected by globalization and the position of English as a global language.

1.4. Translation and globalization

Cornin (2003: 1) quotes Odell who states that "the new world is now the united states of the world and the 'English race' has conquered the globe."

Traditionally, scholars like Ray (1962: 187) and Brislin (1976: 38), both (qtd. in Muhammed, 1986: 13) define translation as a process of transferring meaning from one language to another and as a cross-cultural communication. This communication among different cultures, according to al-Tahtamouni (2006: 1), is a key factor that facilitates the exchange of the abstract and/or concrete aspects of globalization including products. This can be fulfilled through communication which can prove difficult without translation. In other words, translation plays a rather important role as a bridge between cultures and languages that can make nations closer and, at the same time, help them to keep their identities and local colors. In her article, "*Globalizing Translation.*," Adewuni (n.d) indicates that both of globalization and translation deal with language and culture but their effects are the opposite. While translation brings people closer and helps communication and understanding between people of different cultural backgrounds, globalization gives the chance for a particular language or culture to dominate the world. (<http://www.translationdirectory.com>) Moreover, globalization can be responsible for the dominance of English borrowed words in other languages in addition to the overuse of source-oriented translation strategies such as transliteration. In this context, Hornby, et. al. (1995: 188) refer to the article of Jettemorva et. al, "*New Advertising Markets As Target Areas of Translation*," in which they argue

that "non-translation" or "zero translation" is an evidence of "linguistic imperialism and foreign cultural dominance." A clear example is in the dominance of the American life style through "the flood of borrowing" into the other languages. This point of view may explain the dominance of transliteration (borrowing) in translating food menus in four Arab cities as the study shows in the next chapters.

1.5. Food and globalization

Cornin (2003: 77) defines globalization as the "global movements and exchanges of people, commodities and ideas." The conclusion here is that commodities which include food items are symbols of globalization that carry both its values and effects. In this context, Ho (2008: 57-59) talks about three waves of globalization. The third, as identified by scholars, including Spybey (1996), Matres (2001), Talwar (2002) and Hopkins (2002), as "Americanization", "McDonalization", "Macworld" and "Coca-colonization."

Conflicting views about American food items consider them as a symbol of American style of life that threatens national cultures, and on the other hand they are seen as a sign of modernity and high social status. However in the final analysis these American food items will remain examples of globalization that no doubt affect national cultures, and some might say have diverse effects on religious beliefs as well, through spreading the values of American culture

1.6. English as a global language

In our view it is legitimate to wonder why English is so dominant today. This has been a focal point for many scholars. Crystal (1997: 7-8) believes that the popularity of a particular language results from the political and/or economic power of a nation. This fact is clear in the case of English which becomes international following the strength of the British Empire during the nineteenth century and the growth of the American power in the last seven decades. Today English is used everywhere, in schools, universities, hospitals, restaurants, hotels, media and the internet. This is part of the role of English as a lingua franca of the global village that covers different fields such as science and technology and advertising. In this context, Schaffner (2000:48) states that "It leads consumer culture."

In fact, there are two views towards the dominance of English in our everyday activities including the food industry. The first view, according to Crystal (1997: 114-115), rejects the status of English because it threatens the national identity of other nations where language is the primary symbol of identity. Those who advocate for this view see English as an invader seeking to control the planet. In the Middle East, where English is widely used by Arabs, many scholars criticize this phenomenon. Al-Qatri (2009) argues that those who refer to things by their "foreign" names including names of food stuffs violate their own national identity (<http://www.qatarim.com>). Meanwhile I stand by this view and see that this is a result of lack of confidence in the Arabic language. Khoust (2010), on the other hand, sees that many customers in the Arab world don't consider Arabic as the language of the age. Therefore, there is a tendency to weaken

national identity which leads to a habit of westernization that includes customs, clothes and food (<http://www.manfacta.com>). These anti-globalization ideas are recognized by many scholars, Arab and foreign alike. For example, Ho (2008: 62) refers to the continuous resistance from people who feel the danger to their local cultures and values. The same indication is made by Samha (2005) who adds that the fear of the threat of the American culture's control of consumer needs, desires and ways of life leads to the conclusion that "Americanization" and "globalization" are synonymous.

Yousef (2004) considers the dominance of English as a process of destroying culture and creating "empty personalities" with false affiliation to a global community (west) which causes the loss of national identity. Moreover, he suggests that strict laws be issued to make it illegal to use foreign names and terms in all fields of specialization. (<http://www.saaaid.net>). However, Inglis (2005: 125-132) accepts the idea of interaction between "local" and "global" factors whereby people can keep their thoughts and values in spite of global factors.

It may be true that foreign terms help to enrich the target language and solve some translation problems. However, the overuse of English names for prestigious aims may raise the question of national identity and create cultural and/or linguistic problems in translation. This fact increases the importance of the decision-making process. Food industry, food habits, menus and names of dishes, could be considered as clear example where the globalization of the English language has its worldwide impact. Hence, we cannot assign translating menus as a cultural study nor as a linguistic

one, as the cultural aspects and globalization play a central role in such an issue.

1.7. The Menu

Menus can be considered as one of the related and the most significant example of food culture. In this context, Robert Robinson, a BBC television reporter, argues that "The national Dish of America is Menu." (www.stanford.edu).

1.7. 1. Definition of the Menu

There are several definitions for food menus. These definitions can be classified into two types. The first type defines a menu as just a list of dishes, while the second type refers to its advertising theme. A traditional definition of a menu is given by Andrews (2007: 95) that a menu is "the range of food and beverage items offered in a food service outlet." On the other hand, some scholars stress the importance of attractive design to advertise the food operation. For example, Ann and Arnold Zwicky (n.d.: 88), in their article "*America's National Dish*", define menu as "a sort of list usually subdivided according to the traditional parts of the meal accompanied with a descriptive part to give information about the dish in order to attract the customers (<http://www.translationdirectory.com>).

Other definitions, by some Arab scholars, give more importance to the theme of the menu as a central point in the art of food service. Manal al-Khouli (2002: 15) defines a menu as a group of food dishes and types that have a certain order following the norms of cooking and they are served in a significant design that can achieve the intended purpose(s). Considering

the origin of the word "menu", Abu-Tour (2005: 124) says that it is a French adjective which means "a detailed list". Meanwhile, he believes that a menu should be attractive, appealing and priced correctly.

1.7. 2. Role of the menu

The menu has a very important role for both customers and food operations. Kotschevar and Withrow (2007: 23) emphasize the double function of the menu. For customers, it is a list of offerings and dishes that facilitates their choices of food items, while for operators and owners, it is "a strategic document that defines the purpose of the establishment and every phase of the operation." The previous statement indicates the importance of the menu for a food service which widely depends on the menu to improve sales and to sound unique. In this context, McVety and J. Ware (1990: vi) state that "The menu is the backbone of a food service operation." The same idea is shared by Andrews (2007: 118) who considers the menu a symbol of the identity and the theme of the restaurant.. It is the soul of the restaurant that represents its signature. At the same time; it is a tool to advertise the restaurant. The role of the menu, in brief, is "to promote, advertise and inform."

The role of the menu has developed through time according to Shur (2008) who presents one example considering the development of menus in Russia after the Soviet era. The writer focuses on the move from dealing with the menu as an informative text that merely lists the dishes to an advertising text that intends to attract the customers' minds and emotions through words and pictures and even through the use of famous Russian figures.

All the previous quotations, and examples, show the importance of the menu as a central factor in the marketing policy of any food operation. Depending on this fact, owners and operators have begun to pay more attention to the planning, designing and translation of menus. Their final aim is to produce attractive and appealing menus following the old Arabic proverb that says 'People eat with their eyes.'

1.7.3. The menu as a text type

Texts are usually classified according to the functions and the purposes they aim at achieving. For example, menus aim at both informing as well as persuading. There are three traditional classifications of texts: informative, expressive and operative texts. According to Jurate (2006: 257-271), the menu as a text, is made for a specific purpose and a specific audience. It has a double function; it is an informative text that tells the customers what they need to know about the dishes available. Meanwhile, it is a means of advertising aimed at expressing the restaurant's image and the culture of the country (<http://www.cceol.com>). The same idea is shared by Ann and Arnold. Zwicky (n.d.: 83) who examine American – restaurant menus as genre where the provided information and the words used reflects the informative and advertising functions of the menu. The idea that the menu is a text with a double function leads to the conclusion that it is a hybrid text that has more than one function and that shifts frequently from one function to another based on Hatim and Mason definition of a hybrid text .(1990: 146-147).

1.7.4. Linguistic characteristics of menus

The language of a menu seems to represent the standard of the restaurant. It also seems to depict the sophistication of the meals offered. Ann and Arnold Zwicky (n.d.: 83-99) emphasize the use of adjectives to advertise dishes rather than a description of them. Such adjectives include *fresh*, *new*, *delicious* and *super*. Moreover, past participle modifiers, such as *boiled* are widely used while some of them such as *topped* or *dipped* have advertising functions to attract the customers. Ann and Arnold summarize the language of the menu in one statement that says: "A menu supplies its information in a list of noun phrases, heavy with modifying past participles such as topped and dipped, often larded with appealing adjectives like *rich*, *crispy*, *special* and *fresh*." (<http://www.translationdirectory.com>).

In our view menus share the features of advertisements, and hence the language used in them has the characteristics of the language of advertising. Wallace (1981: 267-286), in his article "*How Registers Register*," makes a brief analysis of the language of advertising. It usually involves the use of simple, informal, personal, friendly and easy-to-read style, in addition to the use of descriptive adjectives, verbs, adverbs and nouns to highlight and exaggerate a situation. For example, the adjectives such as *special*, *famous* and *supreme* can be necessary because they add color and feeling. This idea of simplicity is shared by Donnell and Tod (qtd in Jarjeis, 1989: 12) as they point out that the language of the menu should be simple, drawn from everyday, colloquial language. On the other hand, some scholars call for sophistication of the language. Among them is Al

Tanero (2005) who considers that menus should be flowery in their language to indicate the high standard of the food operations which they represent. The use of foreign terms can be useful as they are part of the knowledge of the elites and because they sound better (<http://www.multilingual.com>).

1.7.5. Non-linguistic characteristics of menus

A menu is not only words. According to Davis, et al. (2008: 267), it is a complete design that includes color, shape and size. All these elements, in our view, should be taken into consideration to produce a satisfactory menu which should be attractive, interesting, clean, accurate, simple and easy to read. Therefore, attention should be given to the layout and design of the menu to improve its features. Eckestein (1983: 214-217) and Lawson (1994: 159) are among several scholars who try to determine the general characteristics of a "good menu". While Eckestein talks about variety, balance and truth, Lawson mentions attractiveness and accuracy in a friendly style. The style, which includes size, shape and quality of paper, should agree with the market strategy of the food service. Under no condition should the menu be over-elaborate nor too short. However, elaboration can be preferable to avoid unpleasant surprises. According to Kotschevar and Withrow (2007: 100), "It is probably better to give too much information than too little." Thus lack of clear and truthful description may cause misleading choices, which is unfair to customers and can cause them never to come back.

1.7.6. Translation of menus

Not only wording but also translation of restaurants menus is very important because a professionally translated menu can improve the image of the restaurant and help to avoid intercultural miscommunication. Considering translating menus from English into Arabic, there are serious problems related to cultural specific concepts, odd names of dishes, logos and brand names. The strategies used to solve such problems are varied. They are mainly transliteration (borrowing) which usually produces target texts culturally bound to their originals. Unfortunately, few studies tackle the issue of translating menus, especially from English into Arabic. Therefore, this study tries to identify certain problems of translating food menus and the strategies used to solve them in an attempt to judge their appropriateness. The main problems and the questions of the study will be discussed in the following sections.

2. Statement of the problem

Translating menus is a problematic issue that causes problems related to brand names, CSCs, sensitive and ambiguous terms. The fact that some food items are totally unknown in Arab culture causes both cultural and linguistic problems. The multi-functions of menus increase the difficulty of translating them. It is a complex process of decision making based on knowledge and taste on the part of the translator. Most of the translated menus we have examined are very close to the original STs. The translated versions abound with borrowed terms. Some even sound foreign due to the overuse of transliteration of foreign names of food items. Moreover, some menus suffer of poor translations, wrong choice of lexical items, or

misleading translations either intentionally or unintentionally. For example, the word "sauce" transliterated as "صوص" is usually confused in Arabic with the word "chick". This example indicates the importance of choosing the suitable strategy for each food term. Moreover, the multiple translations of some concepts may reveal the influence of some extra-linguistic factors related the region, the type of the expected audience and other environmental factors.

3. Purposes of the study

This study attempts to identify the problems of translating restaurants menus and food terms from English into Arabic taking into consideration the various components of the menu, such as the brand name, CSCs and even neutral food terms. Further, the study evaluates the main strategies used in solving such problems focusing on the advantages and weaknesses of these strategies and suggesting alternative translations where it is necessary and possible. It also identifies the reasons behind various translations of some terms.

4. Questions of the study

The study aims at answering the following questions:

1. What are the main problems and challenges that face translators of restaurants' menus?
2. Are the common strategies used in translating menus and food terms adopted appropriately?

3. Does the dominance of transliteration and borrowed terms in menus result from need or/ and prestige?
4. What are the reasons behind multiple translations of some food terms?

5. Hypotheses of the study

In the light of the previous studies, in addition to personal experience, the researcher has set the following hypotheses:

1. Translating food menus may cause certain problems related mainly to brand names and CSCs.
2. The strategies used for translating menus are mainly transliteration (borrowing) and literal translation vs. adaptation techniques.
3. Translated menus suffer from a number of weak choices and misleading renderings or multiple translations of the same concept.

6. Significance of the study

Some studies concerning menus seem to focus on the language and characteristics of the menu. Yet very few, to the researcher's best knowledge, have directly dealt with issues related to translating menus and food terms from English into other languages, particularly Arabic. Therefore, the significance of this study stems from the fact that it tackles a recent subject in the field of research. It addresses the problems and challenges of translating menus. It examines the problems focusing on brand names and problems related to non-equivalence in addition to ambiguity and sensitivity of some food terms. At the same time, it suggests

solutions for some of these problems which may help improve the translation of menus and food terms.

Further, the study sheds light on the frequent strategies adopted in translating menus and food terms. It evaluates the strategies descriptively, thus highlighting the advantages and identifying the weak points of each strategy. It also attempts to find the reasons behind the misleading application of some strategies suggesting solutions and alternative translations where necessary. This analysis is aimed at helping translators read menus and choose rendering of food items more carefully. Hopefully, it will also help owners and managers of restaurants' owners to control and revise the translations of the menus of their restaurants giving the necessary attention to hiring translators and evaluating translations since owners of restaurants usually determine the commission for translating menus. Finally, the study discusses the multiple translations of some food concepts and terms. This discussion includes the reasons such as dialects and synonyms. It also suggests solutions to deal with these multiple choices.

Following the previous theoretical background tackling menus from both linguistic and cultural dimensions and seeking to achieve the purposes of the study, the researcher makes use of few earlier studies and examples from different parts of world. These studies concerning problems and strategies of translating menus and food terms will be examined briefly in the next chapter.

Chapter II

Review of Related Literature

Menus have been the focus of many researchers worldwide. Planning and designing the menu as a marketing tool have also been investigated while translating menus and food terms has received little attention. Since the current study focuses on translating food menus from English into Arabic, this chapter briefly presents some studies conducted on menus wording and translation. These studies tackle issues related to foreign terminology in menus, problems of translating menus and the strategies applied in translating food terms. This review is expected to support the researcher's arguments.

2.1. Menus planning and foreign terminology

Menus have been the subject of a number of studies. Some of these studies have questioned the use of foreign terminology in food menus. Kreck (1988: 18-25) indicates that the use of foreign terminology in food menus is an "old phenomenon." In the past, any menu of prestige (i.e. a menu that denote something of superior quality), anywhere in the world, had to be written in French. However, there are two views concerning the use of foreign terminology in food menus. The first one emphasizes the importance of the menu as a mean of communication that should meet the expectations of customers from different backgrounds. In this context, James (1983: 2) encourages the use of multilingual menus to achieve the theme of communication. On the other hand, some scholars consider the use of foreign languages in local food menus as unnecessary act. For

example, Eckestein (1983: 91) believes that it is not advisable to use a mixture of languages on the menu, as, for instance, English and French because, for many English guests, the French part is 'Chinese'. This argument may justify the current discussion of issues related to borrowing and the reasons behind using foreign terms, mainly English, in food menus. In the age of globalization, English terms are used frequently in local menus in Palestine and Jordan supporting the assumption that menus, historically, can be considered as witnesses of societies and their styles of life.

McVety and Ware (1990: 45-47) and Abu Tour (2005: 127-135) identify the factors that affect menu planning such as nationality, age, level of income and religious restrictions on the part of the customer. Other factors are related to the meal itself including flavor, texture, shape and colors. All these factors can determine the quality of the menu. This quality necessarily varies amongst high- class and popular restaurants. In fact, the image of the restaurant has a strong impact on the menu. Davis, et al. (1998: 267) state that in quality restaurants the menus are usually a la carte and written in French. The researcher also noticed that most menus of claimed high-class restaurants in Amman and Ramallah are written in English only as a sign of high standard and quality.

2.2. The importance of translating menus

The final aim of the whole process of translation is the receptor. Hatim and Munday (2004: 163) indicate the significant role of the receptor. They consider satisfying the receptor as the main factor that judges the adequacy of translation.

In the case of menus translation, the aim at satisfying the receptors' expectations is clear. Therefore, translating food menus is very important and necessary. The researcher agrees with Libman (2009) who argues that "It is a big difference that menu translation can make" (<http://www.onehourtranslation.com>). Whenever customers visit a restaurant and the menu offered is understandable and the foreign names are translated correctly, they are more likely to order and to become regular customers because of the positive feedback. In this context, Libman (2009) stresses the importance of translating aspects of food and beverage, saying, "It would be ideal if you are able to provide your patrons, especially foreigners, with a menu translation." Moreover, he calls for a professional translation which can be an ideal way to increase the sales and to give the restaurant a significant edge over the competitors (<http://www.onehourtranslation.com>). The same call is shared by Liao (2008: 1) who raises the need for specialized translators for food translation (<http://www.stanford.edu>).

The call for professional translation is due to the fact that translating menus and food terms is not an easy task as one may think. The difficulty increases whenever there is a cultural gap between the source culture and the target culture. Al Tanero (2005) emphasizes that menus are tricky and that their translation requires not just knowledge of the two languages but also a deep sense of localization. This knowledge is necessary because translating foreign food terms can be very difficult. Al Tanero quotes Naqvy who comments on the difficulty of translating some food items such as wines and cheeses saying "not many people, including knowledgeable

translators, may have ever tasted, seen or heard about many wines or cheeses." (<http://www.multilingual.com>).

Concerning the theme of communication in translating menus, HuaYing (2008: 21-26) suggests the application of skopos theory in terms of translation of dishes and food names. Skopos theory, which is a translation approach, proposed by Reiss and Vermeer in the late 1970s, believes that the purpose is the main factor that determines the shape of the target text. Yung (Ibid: 24-26) tries to explain the relationship between skopos theory and translating food names following the function. A translated menu is expected to achieve four main functions that represent the basics of skopos theory. These functions are the informative, aesthetic, commercial and cultural functions. In the application, a translated menu should keep the characteristics and the style of the dish for the informative function. Moreover, it should be done as a work of art (on the basis of aesthetic function). Moreover the use of adaptation techniques to fill the cultural gap and to produce satisfactory translations that facilitate communication can achieve both of the commercial and cultural functions taking into consideration that translation is intercultural communication (<http://www.linguist.org.cn>).

2.3. Common problems and suggested solutions in menu translation

Translating menus creates many problems due to either linguistic or cultural factors such as the difference in vowel system, non-equivalence and sensitive terms or taboos. Such problems increase the difficulty of translating menus and highlight the need for solutions through using the appropriate translation procedures and strategies. The problems that

translators of menus face are varied. Penny Marinou (n.d.) explains the reasons that make translating recipes and menus a big challenge. First, a dish on the menu has to inform the customer and has to be sound appetizing. Second are the dialect differences, such as those between British and American English, for example, *aubergine* in British English and *eggplant* in American English. Finally is the translator's total ignorance of the object of food and lack of cultural knowledge. Therefore, translators should have knowledge, taste and concern in the field. (<http://www.translationdirectory.com>).

Further, Liao (2008: 1-3) mentions what he considers the main problems of translating menus in China. The first problem is the odd names of dishes which a normal translator cannot handle. Another problem is related to useless additions. For example, 'fried' or 'deep fried' can mean the same thing most of the time and 'deep' can be a useless word (<http://www.stanford.edu>). However, this argument is not necessarily true since some adjectives, such as 'deep', can achieve emotive functions indicating a high level of frying.

Another main problem is related to culture-specific concepts (CSCs). A CSC is defined, according to Baker (1992: 21), as 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." According to Ordudari (2007: 1-5), it is a big challenge for translators to deal with CSCs accurately. For example, the term "hotdog", "burger", and "nuggets" are totally unknown in the Arab culture. Therefore, the terms are usually borrowed with the concept itself.

Furthermore, Newmark (1981: 39) points out another problem of translation, namely overtranslation. It is when the TT includes more meanings than do exist in the ST usually for emotive purposes. For example, the phrase "Extra loaded pizza" is translated into "بيتزا سميقة ومقرمشة". The adjective 'مقرمشة' meaning 'crispy' does not exist in the ST and it is an example of overtranslation. Meanwhile, Al-Tahtamouni (2006: 62-63) identifies the problem of the use of non-frequent lexical items which might be correct but do not achieve the aim of easy communication. Translators may follow this technique to prove their linguistic abilities. (See chapter IV. 4.4. p. 56)

The discussion of the problems cannot be isolated from the search for solutions. Some scholars suggest a number of simple, easy and direct solutions. For example, Martin (n.d.) suggests a universally translated menu to help customers avoid unpleasant food surprises. In this context, he prepares ten small guides describing famous universal dishes (<http://goeurope.about.com>).

Similarly, Eckestein (1983: 92) encourages the use of a standard dictionary of food terms which enables translators to get familiar with foreign food terms that are used frequently. Another solution is proposed by Kotschevar and Withrow (2007: 100) who focus on giving descriptions with visual factors such as pictures that help to clarify without unnecessary exaggerations. Some writers emphasize the importance of knowledge not only on the part of the translators but also on the part of the customers themselves. Fernandez (2007: 2-3) believes that there are some international dishes that people from different cultures should know. This

knowledge is essential for customers, especially when they intend to travel, or visit a high-class restaurant. Still, the best solution can be in the choice of the accurate translation strategy on a given commission. Interestingly, Darwish (2003: 73-74) states that there is no "right" or "wrong" translation. Moreover, no translation is better than the other, but the idea is summarized in the right choice of the suitable translation procedure that could be effective in relevance to the purpose of the translated product. The same idea is shared by Sahu (n.d.) who ensures that there is nothing like ultimate or accurate translation. The writer quotes Seleskovitch, an analyst of translation who says "everything said in one language can be expressed in another"(<http://www.creativessaplings.com>).

2.4. Source-oriented strategies vs. target- oriented strategies

The primary strategies of translation are either source oriented such transliteration (borrowing) or target oriented such as adaptation and cultural substitution. While source-oriented strategies produce TTs which are bound to the original STs and the target-oriented strategies are close to the TC norms and values, literal translation is neutral and faithful. However, no one strategy is ideal in all contexts. A strategy which is successful in one context can be misleading or confusing in another. Therefore, the choice of the suitable strategy for each lexical item is the central mission of the translator. The different points of view concerning each strategy prove the importance of the decision- making process. For example, the term "ice cream" is usually translated in Palestine or Jordan as "بوظة". However, such translation can be misleading in other countries such as Egypt where the word "بوظة" is an old name for "wine". Here, transliteration as

"ايس كريم" becomes preferable. On the other hand, transliteration can be misleading or meaningless such as the example of "sauce" which was examined earlier in this research.

A major source-oriented strategy that is widely used in translating menus and names of dishes is transliteration which is also known as borrowing or loan words. Campbell (2004: 63) defines a loan word as "a lexical item (a word) which has been 'borrowed' from another language, a word which originally was not part of the vocabulary of the recipient language but was adopted from some other languages and made part of the borrowing language's vocabulary." Campbell gives some examples such as "ketchup" which is acquired from Dutch "ketjap".

Pollard and Chan (2001: 1088) argue that transliteration (borrowing) has a big advantage of narrowing the distance between the target readers and the ST at least phonologically. It also helps translators to avoid misleading or confusing translations. In my view, transliteration could be seen to be better than inadequate translation or distortion such as the example of "ice cream" mentioned above. Yet, the overuse of transliteration could not be seen to be preferable since it produces target texts which are bound to the originals. Zhou (2008) criticizes the use of transliteration when translation is possible and meaning can be rendered in the target language. Another scholar who shares the idea is Chings (1966) who states "Translation when possible and transliteration when necessary" (qtd. in Pollard and Chan, 2001: 1089). This statement, by Chings, is significant since it may indicate that transliteration is not a translation while it is considered by most scholars as a strategy of translation. For Chings,

transliteration is just to render the sound while translation is to render the meaning.

Considering the use of transliteration for food menus and names of dishes, Gagansmo (2010) suggests three ways to translate names of dishes: 1- a photo of the dish, 2- transliteration of the name, and 3- translation plus description which can be a space for the translator's creativity. However, he believes that transliteration can be the ideal method to deal with names of some dishes such as "pizza" because no translation may be applicable in the target language. In addition, it is also expected that everybody knows what pizza is like (<http://www.fourpxarticles.com>). In the same context, Mahjub (2007) advises the use of transliteration with foreign names including proper names, clothes, food, drinks, furniture and other names that are not part of the Arab culture and that Arabs have never known before. Therefore, Arabic has no equivalents for such names. In certain conditions, Mahjub supports using importation since it helps to enrich the language with a repertoire of words that express different fields (<http://www.dahsha.com>).

Still, the large number of transliterated food terms and names of dishes in restaurant menus and advertisements is a phenomenon that deserves to be studied. Fairwan (2007: 65) tries to give reasons for such a phenomenon. The reasons vary from ignorance and carelessness on the part of the translator to the influence of the American culture on other cultures including the Arab culture. However, the importation from other languages, in most conditions, does not happen randomly, or without a reason. Therefore, some writers have investigated the issue in an attempt to find

out the reasons that have produced different types of borrowing. Among these scholars are Campbell (2004: 64) and Scotton (2006: 212-216) who mention what they consider as the two primary reasons behind borrowing which are need and prestige. Whenever a language acquires a new concept, it borrows its foreign name along with it in order to fill gaps in the recipient language. In other situations, the foreign term is seen as highly-esteemed, so we find borrowings for prestige which are sometimes called 'luxury' loans. It is usually so because of the dominance of one language over another when two languages are spoken in the same community.

In the case of translation from English into Arabic, including that of food terms, Hanafi (2006) refers to the fact that a large number of borrowed foreign terms have invaded the Arabic language, especially in the last three decades. In fact, this phenomenon is not new. Full (2004: 13) states that the existence of foreign terms in the target text is as old as the history of translation itself. Translation has been seen as a way to enrich the language and the culture.

Al-Saqqa (2001: 5-14) distinguishes between two kinds of borrowings or loan words in Arabic. In the first kind, the word is Arabicized which means that it has all the characteristics of the original words in the target language such as derivations. The word telephone is a clear example of this kind. In the second type, the word is non-Arabicized which means that the borrowed word has only one form in the target language without the ordinary derivations such as plurals or verb forms. Following this classification, one can conclude that many foreign food terms such as

"burger" "برغر", "pizza" "بيتزا" and "ketchup" "كاتش اب" are non-Arabicized since they do not have derivations, plurals or verb forms.

On the other hand, the target-oriented strategies such as adaptation, omission and addition adapt the ST to the TC in order to satisfy the intended recipients. Translators usually opt to use such strategies to achieve promotional functions, clarify unfamiliar concepts or specify products. Hornby, et. al. (1995: 182-183) introduce an article by Smith and Braley who support the use of adaptation which carries out certain "tactical adjustment" to meet the audience's needs and expectations. In fact, adaptation is a preferable strategy from the point of view of many other scholars. Schaffner (2000: 333-336) shares a similar attitude towards adaptation and mediation in the process of translation because what is culturally appropriate for one community is not necessarily appropriate for another.

Similarly, Hatim (2001: 19-20) refers to the concept of adjustment that includes certain techniques such as addition, omission, and cultural substitution. These techniques can be very useful to clarify the intended meanings. Blum, et. al. (1997: 82) emphasize the need to add certain aspects by the translator whenever it is difficult to get accurate literal translation. Still, translators should not try to be helpful through overtranslation because interpretative translations may lead to mistranslation.

Furthermore, adaptation can be considered as a synonym of localization. In this context, Guidere (2006) stresses the conflict between two opposite strategies to deal with advertising texts including menus: the

first one is internationalization (standardization) and the second, adaptation (localization), in which the translator should pay attention to social, religious and ethical norms and restrictions in dealing with linguistic and graphic elements of the text (<http://www.wisegeak.com>). In the case of food menus, there is a tendency towards having a standard translation. Still, some scholars criticize full standardization and call for a kind of balance with localization. For example, Zhou (2008) considers that standardizing a menu translation is a double-edged sword since it has both positive and negative effects. It removes ambiguity and misleading translations, but it takes away the rich connotations. Interestingly, he makes a simile between standardizing menu translation and plain rice which has necessary nutrients but without flavor (<http://www.chinadaily.com>).

When the SL term has a direct equivalent in the TL, both of transliteration and adaptation become unnecessary as literal translation can simply achieve the intended message. In such a case, it becomes the best, safest and most faithful strategy. Venuti (2000: 36), for instance, suggests literal translation when he says addressing translators, "be accurate, you have no license to change words that have plain one-to-one translation just because you think they sound better than the original..."

2.5. Summary

Translation is a process of decision making that starts with determining the type of the text and ends with choosing the suitable strategy to deal with a certain type of text taking into consideration all the micro - and macro-structure factors. Considering menus translation, the process seems to be more difficult due to the absence of sentence structure

and the large number of odd names of dishes that are usually new and unknown in the target culture. In addition, the difficulty increases because of the double purpose of the menu as an informative text that should inform but in an advertising style that helps to achieve the commercial and aesthetic function. As a result, translators of menus should be careful in order to be able to give satisfactory translations. According to Gisslen (2010: 101), the misleading translation of menus can give a negative idea about the restaurant. It may indicate for customers that no care to wording and translation indicates no care to food cooking. Therefore, an appropriate translation is necessary whenever foreign food terms are included. This intended accurate translation can be achieved through using the appropriate procedures and strategies whether they are source-oriented strategies such as transliteration and borrowings or target-oriented strategies such as adaptation and localization. A certain strategy may be suitable on one occasion but unsuitable on another. Any strategy can be accurate when it is used for the right function and the right type of audience. The wrong choice causes mistakes or shortcomings that may destroy the message. To avoid this, translators need to think about all the aforementioned factors that affect translating food terms and menus to produce a successful and attractive translation.

Chapter III

Methodology

The primary aim of this chapter is to clarify the methods and procedures used in this study. The sample of the study followed by the limitations of the study, data collection and data analysis are presented in this chapter.

3.1. Sample of the study

The sample of the current study consists of 19 restaurant menus; all are bilingual and include English food terms with their Arabic translations. The sample can be classified according to the type and the place of the restaurant.

Concerning the type, the menus are classified into two groups:

1. The first group represents the menus of foreign cuisines and branches of international food companies such as The American fast –food operations *Subway* and *Pizza Hut*. This group includes 11 menus.
2. The second group contains local Arab menus that include some international food items and dishes, such as "burger", "pasta" and "pizza". This group is illustrated by 8 menus.

The sample is also distributed upon 4 Arab cities as the following: 12 menus from Amman in Jordan, 3 from Nablus and 1 from Ramallah in Palestine and 3 from Sharm El-Sheikh in Egypt. (As indicated in Appendix B). The selected menus in the 4 cities involve some common fast-food

items and international dishes. However, Amman has the biggest selection of menus because it is a capital city that has franchises of many international food companies which is not available in Nablus or Ramallah, for example.

3.2. Limitations of the study

The selected menus for the study, though seem limited, are the most representative among the 95 menus which were collected by the researcher. They are the only bilingual ones while the rest are monolingual, either English or Arabic. Moreover they represent different types of restaurants including franchises of some famous international food companies that introduce similar food items in many other Arab cities and countries.

Although the area of the study is limited to the four Arab cities, Nablus and Ramallah in Palestine, Amman in Jordan and Sharm-El-Sheikh in Egypt, it covers varied samples of expected customers either local customers or foreign tourists.

Finally, this study of menus translation focuses on the linguistic and cultural dimensions. However, other dimensions, such as the psycholinguistic and sociolinguistics, could be addressed by future studies.

3.3. Data collection

The majority of the data of the current study were collected by the researcher herself from different restaurants and coffee shops that offer foreign food items and dishes in the city of Amman in Jordan and the cities of Nablus and Ramallah in Palestine. Only 3 menus, which are the ones

from Sharm El-Sheikh, in Egypt, were taken from 2 Arabic printed books concerning menus planning. The books are:

1 قوائم الطعام و فن الخدمة

2. التغذية و تخطيط الوجبات و قوائم الطعام

3.4. Procedures and data analysis

By investigating the 19 menus, it has been noticed that translating menus is a complex task that is fraught with problems. In order to identify these problems and, may be, their causes, the researcher adopts the descriptive analysis approach by which the problems are described, discussed and illustrated with examples from the sample of the study. The analysis covers textual and graphic elements of the menu and compares English food terms and their Arabic translations. The analysis of the problems is usually followed by suggested solutions or translations. The suggested translations have been translated back into English.

Further, the description includes 7 strategies adopted in translating menus. These strategies are: transliteration (borrowing), literal translation, adaptation, addition, omission, translation by a more general word (superordinate) and translation by a more specific word (hyponym). The descriptive analysis of strategies is complemented with 2 personal interviews with a translator and a restaurant owner. The accuracy and faithfulness of the strategies are judged by the researcher who suggests alternative translations when it is useful or necessary.

Chapter IV

Problems and Challenges of Translating Food Menus

4.1. Introduction

Translating a food menu is not an easy task. It is a process of solving problems in order to create faithful, accurate and attractive translations. This fact is the main concern of this chapter.

Having investigated the selected examples of food menus in Palestine, Jordan and Egypt and interviewed some translators and restaurant owners, the researcher was able to reach answers for the questions of the study. Therefore, she concentrates, in this chapter, on analyzing and discussing the main problems and challenges that face menus translators. This chapter tackles both cultural and linguistic problems and challenges that increase the level of difficulty in translating menus. Brand names as well as CSCs cause the major problems, in addition to the problem of synonyms or semi-synonyms. Many examples from the sample of the study are included to illustrate the problems. The details of the problems are discussed in a descriptive style while the problematic elements along with their solutions are evaluated. In some cases, alternative translations are being suggested by the researcher.

4.2. Logos and brand names

Mohammad (2006) defines a brand as "a name, term, sign, symbol or design or a combination of these, intended to identify the goods or services of one seller or a group of sellers and to differentiate them from those of

competitors." (www.atida.com). The American Marketing Association gives a similar definition for a logo as "a word, phrase or graphic, that is used as a continuing symbol for a company, organization or a brand" (www.hooverwebdesign.com). However, the logo usually represents the graphic elements of the brand. Sometimes the brand name itself can be a logo through the way it is written such as *Coca Cola* and the following logo:



Figure (1) the logo of *Coca Cola*. (<http://www.logoblog.org>).

In all conditions, the brand name should be simple, appellative and easy to be pronounced and remembered.







A good brand name can be very effective in different communities. Some international brand names have become parts of many languages such as Arabic. Many people, for example, use the word *Pepsi* instead of cola although *Pepsi* is a brand name. Therefore, food and beverage companies pay great attention to their brand names and the best way to transfer them to the target markets through translation. Some writers including Lamb (2009: 141), Onkvisit and Shaw (2008: 393) and Al-Shehari (2001: 216) suggest the standardization and transliteration of brand names to keep the strength of the brands and to avoid confusing translations. However, brand names can be adapted to the TL and the TC to remove any negative connotations and to keep national identity. Boden (2008: 196) mentions some examples of rendering international brand

names in China such as *Coca Cola* which is translated as Ke Kou Kele meaning "Joyful taste and happiness"

Concerning the translation of 9 selected brand names used by 9 of the most famous international food companies and operations in Jordan, in the sample transliteration is used 8 times (around 88.8%) while adaptation is used only once (around 11.2%). A careful analysis of the translations reveals that the adopted strategies may cause problems in the TL. In the following few pages the researcher tends to clarify some of these problems and the techniques used to solve them. Moreover, she suggests some slight changes to improve translation and to achieve the intended message.

4.2.1. Proper names of people and places

The Oxford Advanced Learner's Dictionary (1986: 1016) defines a proper noun (or a proper name) as a word that names a person, a place or institution. Proper names refer to specific referents and serve to distinguish a particular individual from others. Some brand names include proper names of people or places which can constitute a major problem in translation. In fact, it is very difficult, sometimes impossible, to render brand names which are proper names. Harvey and Higgins (1992: 29), Newmark (1988: 214) and Vermeer (2003: 89) argue that proper names shouldn't be translated unless they have special connotations in the text. They suggest either copying or transliteration to render brand names. In the sample of the study, there are 4 brand names which are, completely or partially classified as proper names. Transliteration is successfully used to render the brands in spite of some shortcomings. Here are the examples:




 2a  2b.	 2c  2d  2e  2f 2f
<p>Figure (2a), (2b), The brand name of McDonald's and its transliteration in Arabic (www.google.ps).</p>	<p>Figure (2c), (2d), (2e) and (2f). Proper names used in brand names of three international food companies. See Appendices.</p>

Let's take the example of *Tuscana Pasta* in which the word "Tuscani" refers to "pasta" which comes from "Tuscana" a region in Italy. "Tuscana" is a proper name that has no equivalent in Arabic, so it is transliterated into "توسكاني" and the whole brand is rendered as "توسكاني باستا". Although the term "pasta" has a possible equivalent in Arabic as 'معرونة' which is also originally foreign but still more familiar in the Arab culture. The transliteration of the brand name remains the preferable procedure to keep the rights of the original producers and to avoid imitation of the product or different translations of the same brand name which may affect the reliability of the product and the food operation. However, the researcher suggests the addition of the word 'ايطالية' meaning 'Italian' to emphasize the origin of this type of pasta. It can also help to attract customers since Italy is the original source of pasta. The final translation could be "توسكاني باستا الايطالية".

In other examples, the proper names are copied in their original language and script. Harvey and Higgins (1992: 29) call for exoticism in

which the noun remains unchanged from the SL to the TL. Such a strategy proves that no translation is possible for a brand name which is defined as a proper name. For example, the brand Sbarro, which is a chain of pizza restaurants in New York that specializes in traditional Italian cuisine, is named after the founders of the restaurant, Gennaro and Carmela Sbarro (www.fundinguniverse.com). The name and the logo are copied into the TL because translation is impossible and transliteration as ‘سبارو’ can add nothing. On the contrary, it may create confusion between Sbarro as a name of a food company and as a name of a famous Japanese car.

However, transliteration and copying are not limited to proper names; they are widely used in translating brand names, such as the following examples

 <p>3a</p>	 <p>3b</p>	 <p>3c.</p>
<p>Figure (3a) The brand name of a Subway. See appendix b.</p>	<p>Figures (3b) and (3c) The brand name of Burger King and its transliteration in Arabic. See Appendix b.</p>	

In the example of Subway, transference helps to avoid meaningless or misleading translation that may result from literal translation. The brand-name Subway can be literally translated as ‘نفق’ or ‘القطار الكهربائي النفقي’ (*al-Mawrid Dictionary*, 2005: 925). Such translations will sound laughable and meaningless since they tell nothing about the product, in addition to the fact that both of the literal translations are not attractive enough as brand names of a food company.

Sometimes the transference of logos and brand names in English is due to the fact that emblems (icons) may be more effective than written names, especially for logos being translated into many alphabets. In other words, the design of the logo along with the way a brand name is written can compensate for translation by words



Figure (4) The brand name of Chili House.(See appendix B.)

The way the word "Chili" is written, with the picture of peppers, indicates that the meals are "spicy" and the logo is drawn in the shape of a house. Here, pictures can say more than words.

Another significant example is that of *Burger King*. Although the brand can be translated nicely as "ملك اللحوم", which means "The king of meat.", it is always transliterated in order to keep the foreign spirit of the name based on the assumption that people usually know such famous brands and that there is no one possible and reliable translation in the TL. By time, customers become familiar with the brands. They will easily remember and distinguish them. Translators usually have no license to change brand names which makes the researcher hesitate to suggest alternative translations for the brands in question

4.2.2. Differences in vowel systems between English and Arabic that cause mispronunciation

The tendency toward transliterating brand names may cause some linguistic problems and reveal the negative face of transliteration. Let's take the following example:






Here, the brand name Pizza Hut is transliterated as "بيتزا هوت". Some Arab customers whose English is poor may confuse the pronunciation of hut /h t/ and hot /h t/. Many of them think that pizza Hut means "بيتزا ساخن" which is 'hot Pizza'. A lot of people, in the city of Jenin, told the researcher that there is a franchise of *Pizza Hut* in Jenin. The researcher decided to visit the place to find that it is a local restaurant named 'Pizza Hot.' The main reason behind such ambiguity is the difference in the vowel system between English and Arabic. Vowels are independent letters in English while they are represented through diacritical marks in Arabic. This fact leads to mispronunciation of some terms along with a change in meaning. For example, the transliterated word "هت" may be pronounced as /h t/ which means "a small building, often made of wood." (*Longman Dictionary*, 1989: 301), or as /h t/ which means "having a certain degree of heat." (Ibid: 295). The two meanings are completely different. To remove such ambiguity the researcher suggests adding the necessary diacritical mark to the Arabic transliteration. The final translation of the

brand Pizza Hut could be "بيتزا هت". The logo that illustrate hut helps to clarify the meaning. Despite the fact that some customers whose English is poor may not prefer such a translation that sounds foreign, it seems to be the best rendering. It is not advisable to make big changes in translating brand names because different versions of the brand weaken its fame and specialty. (AL-Shehari, 2001: 3). The researcher tends to agree with this opinion

4.2.3. Cultural and religious connotations

Some brand names carry cultural connotations or imply a religious message. Customers in the TCs, such as the Arab culture, may be sensitive or suspicious of such connotations or messages. This fact forces the company to adapt the brand to fit the target culture and to remove the negative connotations. Here is a significant example that illustrates the problem and the adaptation solution

 <p>6a</p>	 <p>6b</p>	 <p>6c</p>
<p>Figure (6a) The brand name of Church's Chicken. (http://churchs.com.)</p>	<p>Figure (6b) and (6c) The brand name of Texas Chicken and its translation in Arabic. See Appendix b.</p>	

The brand name Texas Chicken, which is rendered as "دجاج تكساس", is originally known as *Church's Chicken*. The original company was established in 1952 for the benefit of George. W. Church. St. in Texas. But in the Arab countries, including Jordan, the name has been changed into Texas Chicken to avoid the religious connotations that the word "church"

may evoke in Muslim communities (www.muslim.net.vb). However, the translation as " دجاج تكساس " remains foreign and sounds American since " تكساس " "Texas" is a state in the USA. To overcome such a problem certain statements were added in Arabic. The first statement is:

دجاجنا طازج و نباتي و حلال,

It can be translated into English as "Our chicken is fresh, vegetarian and halal." It addresses the Muslim fast-food market because it includes the word "halal" which means permissible.

Another significant clarification added is the following:

أن العلامة التجارية تكساس تشيكن مملوكة عالميا من شركة أكابيتا انك الإسلامية.

The English translation of the statement could be the following:

"The trademark of Texas Chicken is globally owned by the Islamic company 'Acapita Inc'."

These additions tend to keep the franchise away from the original company and the church. They adapt the names to the Arab Muslim culture in order to achieve high sales and to satisfy the customers sending a message that "we respect your morals, beliefs and values relating to food culture."

4.2.4. Slogans

Al-Agha (2006: 67) defines slogans as "short phrases that a company uses over and over in its advertisements." Sometimes slogans become parts of logos and brand names. While brand names are usually transliterated or

copied, slogans can be rendered in the TL. Therefore, translators should take great care to understand the slogans and convey them in the target language. The following table includes three slogans which are parts of three brand names, accompanied with suggested translations:

Table (1): Slogans and their suggested translation

Brand name	Slogan	Suggested translations
Subway	eat fresh	اخترها طازجه (الطازج احلى)
The Pizza Company	Flavoured to Excite	قمة المذاق الرائع (طعم منتهى اللذة)
Pizza Papa John's	Better ingredients- better pizza	مكونات احلى لبيتزا اشهى

(See Appendix B.)

Here, the researcher puts forwards her suggestions because she strongly believes that slogans should be translated rather than copied. However, the translations should be as short as the original. They should also be attractive since they imply a promotional goal. They tend to influence the market and convince customers to choose the product. Meanwhile, they should tell something about the nature of the product. For example, *Subway* restaurants are known for offering fresh bread baked in the restaurant every four hours.

In short, translating brand names can be a problematic issue either linguistically or culturally. There is no clear agreement about the best strategies and procedures to render brand names. Still, there is a great tendency towards copying and transliteration which ensures that when the TC imports the products of other cultures, it shall accept their languages

and names. The problems result from transliteration which increases the difficulty of translating brands where few choices are available. However, good translators will always find space for some "tactical adjustments" that may solve problems and prove their skills and creativity.

4.3. Culture-Specific Concepts (CSCs):

Sofer (2009: 86) refers to the cultural, political, social, economic and even religious differences between the ST and the TT audiences. These differences make translating advertising copies, including menus, as a real challenge. The cultural differences have particular significance since they create a lot of difficulties in translation. They represent the cultural gap between the SC and the TC. This gap is clearly noticed in CSCs or CBTs. Harvey (2003: 2-6) defines CSCs as terms that refer to concepts which are specific to the SC. In other words, they express concepts which are totally unknown in the TC..

In the case of menu translation, CSCs create a serious problem. Many dishes and food ingredients are specific to a certain culture. Most likely, they have no counterparts in the TL. Therefore, there is a great tendency towards standardization of menu translation that some food terms, such as "pizza" and "burger," become international items, especially in the age of globalization in which English is a dominant language. However, there are many attempts to overcome the problematic issues related to CSCs in order to adapt them to fit the TC.

Upon careful investigation of 19 food menus in Palestine, Jordan and Egypt, along with their Arabic counterparts, the researcher was able to

come up with certain observations concerning the problems of translating CSCs and foreign food terms. She discusses, in detail, these problems, as well as the strategies adopted to render such concepts and terms.

4.3.1. Lack of equivalence

The problem of non-equivalence often poses difficulties for the translators who try different strategies for dealing with them. Food terms and dishes are good examples of CSCs which were defined earlier in this study. The items in question include types of cheeses, sauces, desserts, drinks and unfamiliar names of dishes. Some examples which are extracted from the sample of the study are frequently used in many different menus in Palestine, Jordan and Egypt. Other examples are specific to certain cuisines such as Italian (see Appendix b.).The researcher introduces some of these examples in the following table:

Table (2): examples of food CSCs and their translations.

STs	TTs
Pizza	بيتزا
Nuggets	ناجتس
Margarita pizza	بيتزا مارغريتا
Mediterranean prawn	ميداتييرانيان برون
Tortellini	تورتوليني
Chicken stroganoff	تشكن ستروغانوف
Ricotta cheese	جبنة الريكوتا
Romano cheese	جبنة رومانو
Parmesan cheese	جبنة البارميزان
Rague sauce	صوص الراجو
Tartare sauce	صلصة الترتار
Pizzaiola sauce	صلصة الپيزايولا
Black forest	بلاك فورست
Sabrina	سابرينا
Cappuccino	كبتشينو
Nero's Favourite	نيروس فافوريت
Chef's Pata	باتيه الشيف
Stromboli	استرمبولي
Baked Ziti	البيكد زيتي
Fettuccini Alfredo	فتوشيني الفريديو
Taco shells	تاكو شيلز
General Tsao's	جنرال تساوس

(See Appendix B.)

The table above shows some, not all, of the examples. They were selected by the researcher as the most representative. These items seem to be foreign for customers that may keep them away from the restaurant

because people usually hesitate to ask for dishes with which they are unfamiliar. The names of some dishes sound odd and difficult to be pronounced, which may lead customers to avoid ordering them. The major reason behind this phenomenon is that these dishes belong to different origins. The international dishes represent different cuisines throughout the world, such as Italian, French, and Chinese ...and so on. These names have been borrowed from one culture to another along with the dishes themselves. They are very difficult to be rendered in the TL that has no direct counterparts for these terms. (www.multilingual.com). Therefore, all the examples are borrowed (transliterated) into Arabic.

Let's take some examples from different cuisines. The first one, "general Tsao's", which is transliterated into Arabic as "جنرال تساوس", is originally Chinese food. It is named to honor General Tso Tsungtang or as his name is spelled in modern Chinese as Zuo Zongtang who is one of the most remarkably successful military commanders in Chinese history (www.chinesefoodiy.com).

The fact that the dish is a proper name makes it impossible to find a direct and correct counterpart in the TL. However, transliteration alone may not be enough since it gives no information about the nature or ingredients of the dish. It could be useful to give a short, informative and appealing description of the dish. For instance, the Arabic transliteration "جنرال تساوس" can be helpfully accompanied with the following explanatory statement:

قطع دجاج محمره (حار او عادي) مع الارز وصوص الصويا.

Another solution could be the use of pictures to illustrate the dish depending on the assumption that pictures can tell more than words and that "people eat with their eyes". In this context, the previous example can be illustrated as the following:



Figure (7) A Picture of General Tsao's dish. (<http://www.en.bestpicturesof.com>).

In other examples, other techniques of adaptation such as addition and translation by paraphrase can be very useful. Sometimes, a key word added can clarify the nature of the dish to a great extent, For instance, the word "مكرونة" if added to "البليكد زيتي" may be enough to state that the dish is simply a kind of macaroni and not so odd as customers may think at first sight. The same can be said about "Fettuccine Alfredo" rendered as "فتوشيني الفريدو" to which the addition of the word "باستا" can elaborate that it is a pasta dish and that fettuccine is a kind of pasta. Still, a short additional description of the dish as "باستا فتوشيني ألفريدو بجبنة البارميزان و الزبدة." is more useful. Pictures are also helpful and attractive. The following are pictures of "fettuccine Alfredo":



8b



8a

Figures (8a) and (8b). Fettuccine Alfredo dish. (<http://www.foodnetwork.com>).

Further, adaptation and paraphrase become necessary when literal translation is meaningless. One example that illustrates the issue is that of "Drums of Heaven" which has no direct equivalent in the TL. Suppose the translator has rendered the term literally as "طبول الجنة", the literal translation tells nothing about the dish. It sounds more as a name of a film or a poem. Meanwhile, any expected transliteration as "درمز اوف هافن" is just a complex retention of the foreign name. Therefore, in this particular example, a descriptive translation as "قطع دجاج مقلية" is the best solution to provide customers with basic information about the dish. It is also successful since it is as short as the original.

Another group of odd names of dishes results from the overuse of transliteration although literal translation or adaptation is possible. One example that attracted the researcher's attention is that of "Mediterranean Prawn," that is transliterated as "ميداتييرانيان برون". The transliteration is difficult to be pronounced which may decrease the orders of the dish. Interestingly, it is possible to avoid such a problem through literal translation as "جمبري البحر المتوسط". The addition of the word "بيتزا" is advisable for better clarification. A final suggested translation by the researcher could be "بيتزا بجمبري البحر المتوسط". Although the term may not be as prestigious or attractive as the original, it is nonetheless clear and informative enough to meet the basic norms of the menu.

In short, non-equivalence and odd names of dishes form a big challenge in the process of translation not only because they need intensive search and knowledge, but also due to the limited choices of appropriate strategies or techniques to deal with them. However, translators can be

creative in their attempts to adapt and adjust the translations, as much as possible, to the TC in order to satisfy the expectations of the audience and improve the sales.

4.3.2. Sensitive terms and taboos

The cultural dimension is very important in translation. Chan (2004: 52) and Newmark (1988: 94-100) agree that cultural aspects usually cause translation problems for which translators should be careful and sensitive in order to fill the cultural gap. In the same context, Hatim and Mason (1997: 223-224) state that "It is certainly true that in recent years the translator has increasingly come to be seen as a cultural mediator rather than a mere linguistic broker." All these comments come in the spirit that we do not translate languages but culture. A careful analysis of the sample of the study shows that the names of some food dishes are problematic in the sense that they carry negative cultural and religious connotations.

Let's take the example of "hotdog" which is a very popular American fast-food concept. The sample of the study introduces two different translations of the concept following two different translation techniques. In the first one, the term "hotdog" is transliterated into Arabic as "هوت دوغ". Such rendering may be rejected by a wide group of customers who have little knowledge of English because they may attribute the product to the meat of dogs, which is disgusting and unusual, in Arab culture, to eat dog's meat. In the second translation, "hotdog" is rendered as "نفانق" as a possible translation free of connection with disagreeable elements. However, transliteration is used twice out of three (around 66%)

in the sample of the study, while "نقائق" is used only once (around 33%). (See appendix b.)

There are other examples that have relations with religious values. The difference in religious values between the SC and the TC affects the decision-making process taking into consideration some environmental factors such as commission and the expected audience. For instance, the terms "ham" and "bacon" are very much sensitive in Muslim communities as they refer to pigs' meat, which is forbidden in Islam. They are not included in fast-food restaurants in Amman and Nablus, but they are parts of high-class restaurants in Sharm El-Sheikh where a large number of foreign customers and tourists are expected. The two terms are transliterated into Arabic as "هام" and "بيكون", respectively. Here, the translator achieves a kind of balance between faithfulness and adaptation. S/he respects the right of customers to know. Meanwhile, s/he avoids clash with religious values that may result from literal translation. On the other hand, Muslim customers, who are surely expected in a large Muslim country such as Egypt, have the right to know what they are ordering, especially if their English is poor. Therefore, the researcher suggests having two versions of the same menu; one is free of pig's meat in which the food items "bacon" and "ham" are deleted completely from the menu. In the other version, the items are included with their transliterations or literal translation where "bacon" is rendered as "لحم خنزير مقدد او مملح" (*Al-Mawrid Dictionary*, 2005: 82), and "ham" is translated as "فخذ الخنزير" (*Al-Mawrid Dictionary*, 2005: 410). The religious sensitivity is avoided because the customers who tend to choose the second suggested version have a clear idea that it includes items related to pig's meat.

One more major source for cultural and religious sensitivity is the offensive and harsh terms that may shock customers and become taboos in the public morality, for example, the term "wine" can be translated literally into Arabic as "خمير" or "نبيذ". Still, translators tend to use the second one as it sounds less offensive and more prestigious than "خمير", which is harsh, blunt and offensive for Muslim customers. The main reason behind this replacement is that the term "خمير" is mentioned several times in the holy Qu'ran and in the Hadiths of prophet Mohammad –peace be upon him- as a forbidden drink. As a result, it is widely rejected by Muslim customers and this raises the necessity for the substitution of a less sensitive term for "خمير". This method is known as euphemism. According to Algeo and Pyles (2009: 214), as well as Govier (2009: 85), euphemism, which is derived from a Greek word meaning good-sounding, is a polite term to replace taboos, embarrassing, uncomfortable and undesirable. Sometimes translators opt to misleading translations to deal with such terms. For example, "wine" might be translated as "مشروب فاخر", meaning "super drink", or "عصير عنب", meaning "grape juice" or simply "مشروب", meaning "a drink". Such mis-translations remove the negative connotation but remain unfaithful.

To sum up, some food terms can be culturally sensitive which increases the difficulty of translation. However, translators should take into consideration all the extra-linguistic factors. They need to remember their roles as mediators between cultures who can expect and change and not work as machines that are limited to the text. In the process of the translation of a cultural element, the external factors such as social,

religious and moral values play an important role that a sensitive translator can never ignore.

4.3.3. Lexical similarity of some terms

Some food terms are synonyms or semi-synonyms, which means they have the same or nearly the same meaning (www.grammar.about.com). Such terms are particularly troublesome since they are similar in most aspects to the extent that many translators, including professional ones, can rarely distinguish between them. The terms are semantically complex and the concepts are almost the same with slight differences.

One significant example is that of "hotdogs" and "sausages" as both terms are translated into "نقانق" in 3 different menus (of the sample of the study). The researcher checked many sources such as dictionaries and inquired of many people working for years in fast food restaurant, but she was unable to find a clear or considerable difference between the two concepts. In fact, "hotdogs" are the same as "sausages". All "hotdogs" are "sausages" but not all "sausages" are "hotdogs". The only difference is that a hotdog is an emulsified sausage (www.wisegeek.com). The problem is more serious when one menu presents the two items. Sure, the translator cannot render both of them as "نقانق". One possible solution is the one applied in *Lubnani Snack* restaurant in Jordan where "hotdog" is transliterated as "هوت دوغ" and "sausage" is rendered as "نقانق". However, this may bring us back to the previous problem of cultural connotations (4.2.3). Rendering "hotdog" as "نقانق" and "sausages" as "سجق" can be a good solution. In spite of the fact that the two Arabic translations are

synonyms with slight differences, they are two different words, at least phonetically. The pictures can help, or clarify, more



Let's take another example for more clarification. Two similar food concepts are "prawn" and "shrimp". Both are translated into Arabic as "جمبري". They have the same counterpart in Arabic because the difference between them lies in secondary details. Some say that the difference is in size: that while "shrimp" is small, "prawn" refers to larger ones. Others recognize the difference in gill structure. Prawn has a branching gill structure while shrimp is lamellar (www.helpwithcooking.com). It is also known that "shrimp" is widely used in US English and "prawn" in UK English. Whatever the source of difference, the two concepts have only one counterpart in Arabic which raises a problem in translation. The translators tend to solve the problem by transliteration for "prawn" as "برون" or translation as "روبيان" and literal translation for "shrimp" as "جمبري". However, the researcher suggests addition as a possible technique to render the terms. She suggests "جمبري صغير" for "shrimp" and "جمبري كبير" for "prawn" as alternative translations. The following pictures support the idea:



A third example that attracts the attention of the researcher is that of "spaghetti", "pasta" and "noodles". The three terms refer to different types of the same concept. While the first two terms are borrowed originally from Italian, the third one is taken from the German word "nudel" (www.cookitsimpky.com).

A careful look at *Al-Mawrid Dictionary* (2005) reveals a similar meaning for the three concepts: "Spaghetti" means "معكرونة طويلة ورفيعة" (883); "pasta", "ضرب من المعكرونة او طبق منه" (663), while "noodles", "ضرب من المعكرونة المسطحة على شكل عصائب أو شرائط" (617). The three definitions include the word "معكرونة" which is the general term (superordinate) that covers the three concepts. In Arabic, the terms are usually borrowed or transliterated as it is clear in the sample of the study. Although transliteration (borrowing) represents the safe side of the process of translation, they produce names which are bound to the original ST. The possibility of adaptation is available through adding the word "معكرونة" to the transliterated names to clarify the type of the dish. This strategy that combines two procedures together is known, according to Newmark (1988: 91), as couplet. The alternative translation as "معكرونة أسباجيتي" for "أسباجيتي" and "معكرونة نودلز" for "نودلز" may be more satisfactory and

informative, though less prestigious. Moreover, pictures are very helpful to differentiate such terms with semantic relations. These are pictures for the three concepts in question

		
Figure (11a) pasta,	(11b) spaghetti	(11c) noodles
http://www.fotosearch.com		

4.4. The use of a non-frequent lexical item

It is taken for granted that there is more than one possible accurate and faithful translation of each term in the TL. However, one translation can be more appropriate and satisfactory than others for different reasons. It can be more relevant and emotive than others. For example, the term "crispy" has two equivalents in Arabic. The first one is "هش" and the other is "مقرمش". Interestingly, the phrase "crispy beef" is rendered as "بيف هش", in one menu, in the sample of the study, and "بيف مقرمش", in another. In fact, the word "هش" is not frequently used in relation to food. Most likely, it is used in political and security contexts meaning "unstable" as well as for metals meaning "fragile". On the other hand, "مقرمش" is attributed to food products and widely used in the field of advertising. It can better convey the message while "هش" may cause message distortion

Another example is to be discussed in regard to the frequent use of terms representing dialect varieties vs. standard Arabic terms. The term "coleslaw" has been rendered as "سلطة الكرنب" and "سلطة الملفوف". Both translations are faithful and accurate. The only, but important, difference

lies in the frequency of use. Obviously, the word "ملفوف" is more popular in Jordan and Palestine which represent the major area of research. The other term "الكرنب" that means "نبات ثنائي الحول من الفصيلة الصليبية, له ساق قصيرة غليظة و " برعم في الراس, ملفوف ورقه بعضه على بعض, ينبت في المناطق المعتدلة, و يسمى في الشام (Al -Mu'jam Al-Wasit, 1972: 785) is formal. The use of this standard term, though non-frequent, can be attributed to the translators' attempts to show their linguistic abilities. It may also be related to the fact that some translators depend on general or online dictionaries without paying enough attention to the necessary modifications. One translator in the city of Nablus, (Personal communication) ensures this fact. He frankly says that he depends on the online websites to produce his translations. He feels no need for other sources to improve his translation although he admitted some shortcomings of his approach.

To sum up, translating menus is a complex process that implies a number of serious problems and challenges of the translators' knowledge, taste, creativity and sensitivity. The problems range from linguistic to cultural or religious ones. The problems are mainly related to brand names, CSCs and semantically related terms.

These problems can be solved once the translator views translation as a process of decision-making mixed with taste and knowledge and not a mere technical replacement of one word or phrase with another. Translators need to analyze carefully and to render appropriately. Therefore, the strategies and techniques applied in translating menus deserve to be discussed and evaluated in the sense of faithfulness, accuracy and emotiveness. The following chapter examines, in detail, the main strategies of translating food menus based on the sample of the study.

Chapter V

Strategies of Translating Menus and Food Terms

5.1. Introduction

This chapter examines the main strategies and techniques adopted by translators in the translation of food menus. The strategies in question are transliteration (borrowing), literal translation, adaptation, omission and addition. Moreover, the researcher examines two contradictory and uncommon strategies which are mostly adopted inappropriately. These two strategies are translation by a more general word (superordinate) and translation by a more specific word (hyponym). The researcher tries to judge the faithfulness and the accuracy of the strategies used in different contexts. Finally, the chapter sheds some light on the multiple translations of the same concept. The researcher studies the varied translations of some concepts and the main reasons behind such varieties.

The aforementioned strategies were adopted 241 times in the 19 menus under investigation. Below is a table showing the frequency and percentage of each strategy/ technique:

Table (3): Frequency and percentage of translation strategies /techniques

Translation Strategies	Frequency (times)	Percentage
Transliteration (borrowing)	103	42.738 %
Literal translation	82	34.024 %
Adaptation	15	6. 224 %
Addition	23	9.543 %
Omission	8	3.319 %
Translation by a more general word (superordinate)	5	2.074 %
Translation by a more specific word (hyponym)	5	2.074 %
Total	241	100 %

(See Appendix B.)

What follows is a discussion and evaluation of the strategies above accompanied with examples extracted from the sample of the study.

5.2. Transliteration (borrowing)

Catford (1965: 66) defines transliteration as a process in which the transl(iter)ator represents the sounds of the SL words using the TL writing system. It is to move a word letter by letter from one language to another. According to Coulmas (1999: 510), "the purpose of transliteration is to enable those not familiar with the writing system of a language to nevertheless read words or even texts of that language." Therefore, this strategy is the most popular method in rendering products' names. It is widely used to solve the problem of non-equivalence in the TC.

In the case of food terms, transliteration is a double-edged sword. It is the ideal way to introduce new concepts to the TC and to avoid misleading translations. On the other hand, it may be mistakenly used by some translators causing message distortion. Moreover, the overuse of transliteration represents an unnecessary image of sophistication for the aim of prestige. Below are some of the advantages of transliteration (borrowing):

1. Transliteration helps to avoid misleading or inadequate translation. For example, the food term "Club sandwich" is transliterated as "كلوب ساندويش". It is the right choice here since the alternative literal translation as "ساندويش النادي" will be nonsensical and misleading. Another example is that of "black forest" which a kind of cake is. It is always transliterated as "بلاك فورست" to avoid literal translation as "الغابة السوداء" which may not be attractive enough as a kind of cake. Further, it tells nothing about the product which makes it useless. One more example to clarify the point is that of "cocktail". In fact the term is borrowed into Arabic and is always transliterated as "كوكتيل". Suppose it were translated literally as "ذيل الديك", the translation will sound meaningless and unattractive. Another possible rendering by paraphrasing it as "عصير فواكه مشكلة" may be rejected by some people who may argue that cocktail can include things other than fruits such as milk, ice cream or nut. Here, the borrowed term becomes a part of the TL as the preferable choice. Or it might be too long causing its rejection by people who usually economize in the use of words in such contexts.

2. Transliteration helps to solve problems attributed to non-equivalence of cultural terms. It can fill the cultural differences between the SC and the

TC. Translators usually opt to transliterate terms for which no counterparts are available in the TL. Food menus are rich in examples of cultural gaps where transliteration becomes necessary and justifiable. Some of these examples are in the following table:

Table (4): terms of non-equivalence and their transliteration

STs	TTs
Nuggets	ناجتس
Margaritta	مارغريتا
General Tsao's	جنرال تساوس
Chicken stroganoff	تشكن ستروغانوف

(For more examples, see Chapter Four (4.3.1. p. 46)).

The previous examples are among so many examples that illustrate the importance of transliteration to deal with names of dishes, drinks, types of cheese or sauce. Such terms have no counterparts in the TC because they are culturally specific and some of them are made out of proper names. For example, "chicken Stroganoff" is named after Paul Stroganoff, a 19th century Russian diplomat. There is a strong claim that the dish was his chef's invention (www.foodtimeline.org). Here, the search for other procedures of translation is a time-consuming process with no big hope of success.

3. Transliteration may reflect the prestige and glory of the restaurant.

It is taken for granted by a large group of writers that the language of the menu should be flowery, emotive and prestigious. In this context, transliteration helps to create the atmosphere of sophistication and high quality. One example is represented in the use of terms, such as "سوبر" for

"super" instead of "فوق أو قمة", "سوبريم" for "supreme" instead of "الأكثر تميزاً" and "سوبر ديلاكس" for "super de luxe" instead of "فوق الفاخر". The transliterated terms sound more attractive and they imply a high level of glory and emotiveness. Other transliterated terms such as "تشكن" for "chicken" and "تشيز" for "cheese" are being used to reflect the prestigious image of the restaurant and to attract customers of high classes who associate foreign terms with modernity. This act is known by many sociolinguistic scholars as code switching.

4. Arabic is a language of several dialects where each of which has a different lexical item for the same concept. In translating food terms from English into Arabic, transliteration is a good solution to overcome the differences among dialects. For instance, the term "mushroom" is sometimes transliterated into "مشروم" though it has a direct equivalent in Arabic as "فطر". The Arabic term "فطر" is a standard term that is found in *Al-Mu'jam Al-Wasit*. It is also used frequently in Jordan and Palestine. However, in Egyptian Arabic, another lexical item is usually used to refer to the same concept which is "عش الغراب". In such a case, transliteration can be a factor for unity among different dialects in the TL.

However, transliteration is not always a successful procedure in providing solutions for translation problems. On the contrary, it is viewed by many writers as a source-oriented procedure that ignores the local color of the TC and limits the creativity of translators. Therefore, it should be the last choice and used only when necessary. For many Arab writers (see Chapter II), it is a matter of lack of confidence in Arabic and a process of borrowing terms for prestige, not necessarily for need. What follows are

some ideas that reflect the negative side of transliteration accompanied with illustrative examples:

1. Transliteration produces target texts which are culturally bound to the SC. The terms are foreign in their sounds and pronunciation even though they are written in Arabic letters. Some words such as "كومبو" for "combo", "فيليه" for "fillet" and "كولسلو" for "coleslaw" are used for prestige, i.e, just because the foreign names sound better for some customers. The tendency towards transliterating terms for which the Arabic equivalents are available is linguistically unjustifiable. It can be a sign of the popularity and the dominance of English in the Arab communities. Meanwhile, it can be a policy by the owners to increase the sales and to attract customers. A restaurant owner (Personal communication) pointed out that high-class customers tend to use "تشيز" rather than "جبنة". In one way or another, it represents their social status." We have to satisfy customers so we use the language they appreciate", said the owner.

2. Transliteration may cause confusion and ambiguity in the TL. The transliterated word can have two different meanings in Arabic. Most likely, such cases cause message distortion. For example, the word "turkey" is sometimes transliterated into Arabic as "تركي" instead of being translated as "ديك رومي أو حبش". Transliteration here is not successful because the word "تركي" in Arabic is confusing as it may be used to refer to nationality or to things coming from Turkey.

3. Transliteration sometimes complicates simple terms creating a distance between the customers and the product. In certain examples, transliteration violates the main norms of the menu such as clarity and simplicity. One of

the represented examples is that of "seafood supreme". It is transliterated into "سي فودسوبريم" although it can be easily translated into "أفخر المأكولات البحرية" or "أشهى ثمار البحر". The suggested translations are both informative and attractive enough to make the overuse of transliteration here unjustifiable.

4. Transliteration limits the creativity of translators and reduces choices. In other words, it does not help evaluate translators or help them prove their linguistic ability and cultural knowledge. Transliterating a name of a dish is, most likely, easier than searching for cultural equivalents or adding descriptive statements about the ingredients or methods of cooking. For instance, transliterating "General Tsao's" into Arabic as "جنرال تساوس" requires less effort and time than producing a descriptive possible translation as "قطع دجاج محمرة (حار او عادي) مع الارز و صوص الصويا".

5. Transliteration can create problems of cultural sensitivity due to the way the transliterated word is being pronounced. For example, the word "Lasagna" is transliterated into Arabic as "لازانيا". The second part of the word "زانيا" has religious connotations as it refers to a woman who has a sexual relationship outside marriage which is considered a sin in Islam. The researcher suggests a descriptive alternative translation as "رقائق المعكرونة".

5.3. Literal translation

Literal translation means to translate word for word in order to convey the intended message. Farghal and Shunnaq (1999: 8) state that literal translation means the transference of the denotative meaning from one language to another. Newmark (1988: 69) emphasizes that literal

translation ranges from "word to word ", "collocation to collocation", "clause to clause "or "sentence to sentence". For him, literal translation is the correct procedure when the SL word and the TL word refer to the same concept and have similar associations.

Concerning menus and food terms translation, literal translation is a successful choice since the menu usually consists of short terms and phrases without a sentence structure. The following are some examples of food terms that have gone perfect with literal translation:

Table (5): examples of literal translation.

STs	TTs
Meatballs	كرات اللحم
Kids' meal	وجبة الاطفال
Salads	سلطات
Garlic bread	خبز بالثوم
Chicken wings	اجنحة الدجاج
Grilled chicken	دجاج مشوي
Soup	شورية /الحساء
Butterfly prawns	جمبري الفراشة
Roasted chicken breast	صدر الدجاج المشوي
Ice tea	شاي مثلج
Cold drinks	مشروبات بارده
French onion soup	شورية البصل الفرنسية
Olive oil	زيت الزيتون
Mix salad	سلطة مشكلة
Fish	سمك
Lemon juice	عصير الليمون
Turkish coffee	قهوة تركية
Tea with mint (hot)	شاي مع نعنع (ساخن)
Fried rice with vegetables	أرز مقلي مع الخضار

(See Appendix B.)

The previous examples of literal translation are applied successfully since they are as short as the original. At the same time they are faithful

and attractive enough and they deliver the intended message correctly. In fact, the terms have clear and direct equivalents in Arabic, so they are easy to be translated literally. In the case of long phrases or sentences such as the descriptive sentences of dishes, one should distinguish literal translation from word-to-word translation taking into consideration the structural differences between English and Arabic. The following example illustrates the idea:

Chicken breast covered with Romano cheese and lemon sauce with slices of mushroom and parsley served alone or with rice.

(Sbarro menu, see appendix B)

صدر الدجاج مع الجبنة الرومانو و صلصة الليمون مع شرائح المشروم و البقدونس يقدم منفرد او مع الارز.

The changes in the order of nouns in the underlined noun phrases are carried out to fit the structural system of Arabic concerning the genitive construct. "Chicken breast" is translated literally as "صدر الدجاج" and not word-for-word translation as "صدر الدجاج".

However, literal translations are not always satisfactory or successful, especially for the aim of emotiveness. For example, the term "meat lovers" is translated literally as "محبو اللحم" in a fast-food menu for pizza. The Arabic translation is not very much appellative as a type of pizza. It could be better adapted as "بيتزا غني باللحمة".

One more example is taken from Subway menu. In the part of sandwiches there is a phrase that describes the length of the sandwich. The

phrase of "6 inch or foot long?" is translated literally as "6 بوصة أو بطول القدم؟". The literal translation here is unacceptable in the TC since it is not usual to connect food with foot or with measurements. It is against the TC norms and it diverges from customers' expectations which may cause message distortion. Therefore, the translator suggests an alternative translation as:

" ساندويش بأحجام مختلفة " or " اختر الحجم على مزاجك "

Two pictures that represent the two lengths of the sandwich can make the translation more reliable.

5.4. Adaptation

Schaffner (2000: 333-336) emphasizes the attempts to localize borrowed concepts or forms, to achieve acceptance by the intended receptors. Hatim (1997: 19-20) defines adaptation as a general strategy that includes other techniques of adjustment such as addition, omission and cultural substitution. The need for adjustment is due to the difference among the socio-cultural aspects between the SC market and the TC market. Such aspects include religion, mores and commercial habits. Adaptation is seen by many scholars as a target-oriented strategy that respects the local color of the TC. Consequently, it produces target texts which are representative of the TC norms, values and expectations. Adaptation is used to adjust the SL sentence or phrase to the TL and to meet the expectations of the target audience.

5.4.1. Adaptation of slogans

Slogans have a promotional function. They express the role of the menu as a tool of advertising. Therefore, they should be rendered in an emotive style that appeals to customers and goes with the cultural and social habits of the receiving audience. The following table includes some slogans and their translations in the TL.

Table (6): examples of slogans and their adaptation into Arabic.

STs	TTs
Flavored to Excite	البيتزا الأفضل على الإطلاق
Choose your Pizza Dough	اختر نوع البيتزا التي تحب
Experience the best Taste and Price	الطعم و السعر على ذوقك
Make any 6-inch salad	سلطة على المزاج

(See Appendix B.)

The translators here do not opt to literal translation although it can convey the meaning. Instead, they adapt the sentences into more attractive and stronger statements of advertising. Interestingly, the adapted translations are as short as the original or may be shorter. Further, they express the translator's creativity and linguistic ability. Let's take the example of "Experience the best Taste and Price" which could be literally translated as "جرب أفضل طعم و سعر". However, the translator adapts the statement to produce a translation with a high level of assurance and certainty. The translation as "الطعم و السعر على ذوقك" conveys a direct message that there is no need for experience as for sure you will like the taste and price.

One more example in which the translator adapts the statement to the TC norms and habits, is that of "make any 6-inch salad". The presented Arabic rendering as "سلطه على المزاج." is preferable ". Suppose the translator has rendered the sentence literally as "كون أي سلطه بمقدار 6 بوصه". Most likely, such a translation is expected not to be favoured by most Arab customers since it is not a common thing in Arab culture or mind to connect food items such as "salad" and measurement units such as "inch!" Therefore, the adapted translation as "سلطة على المزاج" suggests nicely the free choice of salad.

5.4.2. Adaptation of CSCs:

When the SL word has no direct equivalent in Arabic, it becomes a problem in translation. In order to fill the cultural gap between the SC and the TC, translators opt to adapt the terms through different techniques, such as paraphrase or cultural substitution. Baker (1992: 38) suggests paraphrase to deal with CSCs that are not lexicalized in the TL. Next are some examples in which SL items are adapted by paraphrase and description:

Table (7): examples of adaptation by paraphrase and description.

SL	TL
Slush	عصير فواكه مثلج
Waldrof salad	سلطه البرنقال و التفاح
Mozzarella cheese	الجبن الايطالي
Clear soup	شوربة نخاع البحرديات
Chicken ticka	دجاج هندي
Twist	خبز فرنسي

(See Appendix B.)

Obviously, the TL versions are successful as they are informative enough in a precise style. Here, the translators introduce the food item or the dish in few words that describe the nature of the item such as "slush" which is translated as "عصير فواكه مثلج", or tell the origin of the product such as "mozzarella cheese" rendered as "الجبن الايطالي" and "Twist" rendered as "خبز فرنسي". Moreover, paraphrase becomes necessary in certain conditions to avoid misleading literal translation. For example, "clear soup" is adapted as "شوربة نخاع البحريرات" instead of a literal translation as "الشوربة الواضحة". In this particular example, literal translation sounds meaningless, which reinforces the need for adaptation that is more informative and satisfactory. However, adaptation requires professional and knowledgeable translators who can give the accurate descriptions of the food item or the dish to avoid some translation mistakes or shortcomings. For instance, "Waldrof salad" is paraphrased as "سلطة التفاح و البرتقال" although it mainly includes apple, celery and mayonnaise while orange is not included. Therefore, it can be better translated as "سلطة التفاح بالمايونيز".

Another level of adaptation can be achieved through cultural substitution. Baker (1992: 31) defines cultural substitution as the process of using a cultural-specific item that can replace a TL item achieving the same, or nearly the same, influence on the recipients in the TC. The decision to use the strategy depends on the license given to the translator and the purpose of translation. In regard to menu translation, the aim is to inform the customers and convince them to choose the meal. The alternative target item can achieve the aim without message distortion. For example, the term "San Peters" is substituted by "سمك المشط".

5.4.3. Adaptation for emotive purposes:

Sometimes, adaptation is used to convey the message in an emotive style that attracts the customers. For instance, "large fries" is translated as "بطاطا عائلي" instead of "بطاطا كبير" to indicate that the amount of fries is enough for the whole family which, in turn, is expected to increase the orders.

Let's take another example for more clarification. The term "Black Mushrooms" is adapted into "عش الغراب الأسود" instead of "عش الغراب البري". The term "بري" meaning "wild" is connected with high quality and purity since the wild is the original source of mushroom. On the other hand, "اسود" is less emotive in relation to mushrooms.

5.4.4. Adaptation following the name of the food operation

One example that attracted the attention of the researcher is the adaptation of the food product for the benefit of the food company, not for the benefit of the target audience. In this example, *Texas Chicken* in Jordan presents a special translation for the term "Biscuits" as "خبز تكساس" which means "the bread of Texas". In this way, the food operation matches the food item to its name in a form of monopoly. Still, such a translation can be misleading because it sounds as an American product related to the state of Texas. Transliteration or pictures are the best solution to avoid this confusion or monopoly of the product by a particular food operation.

The previous examples of adaptation prove that translation is a process of re-writing and creativity which is illustrated by different

techniques, such as addition and omission. These strategies/ techniques will be discussed in detail in the following sections.

5.5. Addition

In their attempts to adapt the text to the TC and, subsequently, to attract a large number of customers, translators sometimes choose to add some information at the level of words, phrases or sentences. The primary reason for addition, according to Obeidat (2005: 103), is "to clarify complex or unfamiliar notions and concepts to the reader." Newmark (1988: 91) clarifies that the added information can be cultural, technical or linguistic. When the added information is necessary to solve some translation problems and to clarify odd names of dishes, addition becomes justified and preferred. However, it is unjustifiable and misleading if the added information presents meanings that do not exist in the ST. In this context, it goes under overtranslation. The reasons behind addition are varied. The sample of the study shows that addition is used at different levels and for different purposes.

5.5.1. Addition at word level

One word that may be added to the text can be very useful for the overall meaning, especially in the case of food menus that are rich in odd names. Most likely, the added word has a function according to the situation. The next table includes some examples of single words (the underlined) being added for different purposes

Table (8): Examples of addition at word level.

STS	TTS
Cheese crust pizza	عجينة محشوة بجبنه <u>الموزاريلا</u>
Stuffed chicken	<u>صدر</u> دجاج محشي
Ice cream	بوظة <u>ساده</u>
Served with maitre d' hotel	مقدم مع <u>زبدة</u> مترو ديتل
Served with spaghetti	مقدم مع <u>معكرونة</u> سباجيتي

(See Appendix B.)

Here, the added words work for better comprehension. The word can add certain details that do not exist in the ST to remove any ambiguity or mistaken interpretations. The example of "cheese crust pizza" which is translated as "عجينة محشوة بجبنه الموزاريلا" is a clear one. The added word "موزاريلا" meaning "mozzarella" makes it clear what kind of cheese is being used as cheese has different types such as "Ricotta", "Romano" and so on. The same can be said about "stuffed chicken" rendered as "صدر دجاج مشوي", in which the word "صدر" meaning "breast" is added to answer an expected question by customers about the part of the chicken used in this particular dish. It explains directly that it is breast not thigh or wing, for example. The added information is useful because most people usually prefer a part to another. Let's take another example for more clarification. "Ice cream" is translated into "بوظة سادة" in which the word "سادة" meaning "plain" is used to distinguish the ice cream in question from the other types of ice cream that may include nuts or fruits.

Further, one word can be a key to clarify the odd names of foreign dishes, especially those belonging to international cuisines other than English. The two examples that represent the idea are the fourth and the

fifth examples in the previous table. For instance, the addition of "زبدة" meaning "butter" helps to clarify the French name "maitre d'hotel". Without it the product is unclear since no information is available about its nature or type. It is just one word that summarizes the description of the product. The same is true for adding the word "معكرونة" to the transliterated word "سباجيتي". It is necessary to clarify the type of dish which has no counterpart in Arabic. In the case of CSCs, the addition of key words is very effective in conveying the message and meeting customers' expectations. Moreover, they remove the oddness of some foreign food items.

Some additions are emotive ones to attract the customers and to convey an advertising message. Newmark (1988: 133) believes that translators sometimes need to use emotive and effective elements if the context requires it. With regard to menus, emotive language clearly helps to achieve the advertising theme of the menu. The following table introduces three examples of addition for emotive style:

Table (9): addition for promotional purposes

STs	TTs
Starter platter	طبق مقبلات <u>متنوعة</u>
With Romano cheese, garlic, parsley, bread and our Italian spices	مع الحبة الرومانو و الثوم و البقدونس و الخبز <u>المحمص</u> و البهارات الايطالية
Super cocktail with honey	كوكتيل سوبر بالعسل <u>الطبيعي</u>

(See Appendix B.)

Here, the addition of effective and appellative adjectives is positive as it does not cause message distortion. The word "متنوعة" which means

"varied" in the first example implying that the dish contains several choices. In the second example, the added adjective "المحمص" meaning "deep fried" tends to attract customers as fried bread is preferred by many customers. The same can be said of the word "الطبيعي" meaning "natural" in the third example. It persuades more customers to order the dish because people usually prefer natural food items which express purity and a healthy nature to them. However, it may be unfaithful since the honey may not be natural.

Moreover, one important use of addition is to meet the norms and values of the TC and to remove cultural and religious connotations. A clear example is *Texas Chicken* in which the word "حلال" meaning "permissible" is added to satisfy the Arab customers in Jordan who may attribute the brand name to the USA where Texas is a state. To avoid such confusion that can cause the customers to keep a way from the restaurant, the word "حلال" is added. Moreover, full sentences can be added for the same purpose as discussed earlier in the previous chapter. (See Chapter Four).

5.5.2. Addition at the phrase level

Sometimes, one word may not be enough to achieve the intended aim of addition either for linguistic reasons or content requirements. Therefore, the addition at phrase level occurs more frequently than adding single words. Sometimes the additions are being criticized by some people as examples of overtranslation. In the following table, there are some examples of successful additions at phrase level for varied functions:

Table (10): examples of addition at phrase level.

STs	TTs
Taco shells	تاكو شلز (<u>الطبق المكسيكي</u>)
Sbarro pizza dough	عجينة سبارو <u>التقليدية</u> او <u>السميكة</u>
Fritters banana	شرائح الموز <u>المقلية</u> مع <u>العسل</u>
Fritters pineapple	شرائح الأناناس <u>المقلية</u> مع <u>ايس كريم الفانيليا</u>
Chinese spring rolls	لفائف صينية محشوة <u>بالخضار</u> و <u>اللحم</u>
Chicken soup	شوربة الدجاج <u>مع الكرنب</u>
Mixed noodles	نودلز مشكله <u>مع البيف</u> و <u>الدجاج</u>
Kung Pao Calamari	كاليماري <u>على طريقة</u> كونج بو
Lemon chicken	دجاج <u>مع صوص</u> الليمون
Yang Zhou fried rice	أرز مقلي <u>على طريقة</u> يانج زو
Coffee cream	كريمة <u>بنكهة</u> القهوة
Stuffed chicken	<u>صدر</u> دجاج محشي <u>بالجين</u> و <u>التوابل</u>
Lasagna	لازانيا <u>بالفرن</u>

(See Appendix B.)

Obviously, the previous table includes varied examples of different parts of the menu such as soups, main dishes and desserts. In each context, the added details have a purpose. The first purpose is to clarify the odd names of dishes and food items. For example, the phrase "الطبق المكسيكي" meaning "Mexican dish" is an additional note that defines the "taco shells" as a Mexican dish which implies the major characteristics of the Mexican food such as being hot and spicy.

Another purpose for addition is to clarify the available choices of the dish. In the example of "Sbarro pizza dough" rendered a "عجينة سبارو التقليدية" "سميك" " أو السميكة", the added two words "تقليديه" meaning "traditional" and "سميك" meaning "thick" represent two choices of the same dough. It proves that

few words can simplify a complex name and affect positively the customer's choice depending on the translators first hand experience.

Further, the added phrase may tend to describe the ingredients and components of the dish. For example, " Chinese spring rolls" is translated as " لفائف صينييه محشوة بالخضار و اللحم " in which the added information "بالخضار و اللحم" meaning "with vegetables and meat" identifies the components of the stuff to exclude other possibilities such as cheese.

Sometimes the words are added to clarify the style of cooking such as the example of "lasagna" which is translated as " لازانيا بالفرن ". The addition of the phrase "بالفرن" meaning "in the oven" tends to specify the method of cooking. The same can be said of "fritters banana" rendered as "شرائح الموز المقلية مع العسل". The added phrase "المقلية مع العسل" meaning "fried with honey" makes the dish sound as a dessert and not a fresh fruit, for example. In other words, it is necessary to clarify the nature of the dish-although it may violate the theme of economy in translation.

Moreover, the difference in the linguistic system between English and Arabic raises problems in translation. Addition can be one suitable procedure to overcome such problems. Table (10) presents examples in which words are added to make the Arabic phrases and sentences structurally sound good. Let's suppose that "coffee cream" is translated literally as " كريمة القهوة ", the translation will sound weak since coffee does not have cream! With the phrase "بنكهة" meaning "with the flavor of" being added, the translation is more logical and acceptable. It is the same with "lemon chicken" whose literal translation as "دجاج الليمون" will sound meaningless in Arabic. It seems as if lemon is a type of chicken! To avoid

such misleading translations, the translator opts to add the phrase "مع صوص" meaning "with the sauce of". The examples above show the translators' awareness and good knowledge of the TL structure.

Further, the names of dishes may include proper names of public figures or chefs after whom the dishes are named. For example, "Kung Pao calamari" refers to calamari cooked in a particular style. But a literal translation as "كاليماري كونج بو" could mistakenly mean that Kung Pao is a kind of calamari. The addition of the phrase "على طريقة" (following the style of) becomes necessary to remove confusion.

However, addition, in some cases, may result in an inaccurate and unfaithful translation. It is misleading in the sense that it includes meanings or elements which are not there in the SL text. It becomes a type of overtranslation which violates the theme of economy in translation. Next are three examples of overtranslation in which added elements (underlined) are either misleading or unfaithful or both:

Table (11): examples of unfaithful addition

STs	TTs
Sbarro Dough roll, with Mozzarella and Romano cheese	عجينة سبارو الملفوفة المضاف إليها جبنة الموزاريلا و الجبنة الرومانو و <u>السَّمْسَم</u>
Sea food with mushroom.	مأكولات بحرية مع الفطرو <u>الخضار</u> .
Grilled chicken breast	صدر دجاج مشوي (مع <u>سلطة الخردل</u>)

(See Appendix B.)

In the first example, the word "سَّمْسَم" meaning "sesame" is added as an extra ingredient of the pizza although this element does not exist in the

original. This fact makes translation unfaithful and sounds as if it were intended to deceive customers. Again, it is the same impression in the second examples in which the word "الخضار" meaning "vegetables" is included as a part of the dish while in the original ST nothing refers to vegetables. From the researcher's point of view, this addition is unfaithful because it results in versions far from the originals.. In the above examples, the conjunction "و" meaning "and" is added for rhetorical style in Arabic.

The phrase "مع سلطة الخردل" meaning "with mustard salad" which is added in the third example can be misleading in the way it is matched to the name of the dish which may indicate that mustard salad is part of the dish itself. In fact, it refers to the method of serving. Therefore, the translator suggests the following alternative translation:

صدر دجاج مشوي (يقدم مع سلطة الخردل).

It can be translated back as:

Grilled chicken breast served with mustard salad.

Let's take a final example of inappropriate addition. The addition here is a linguistic one. It is when "Caesar salad" is rendered as "سلطة السيزر". The translator here adds the definite article "ال" meaning "the" to the proper name Caesar which is a clear linguistic error since it is unusual to use articles with proper names in English. The error sounds unintentional and can be attributed to the translator's lack of attention or lack of knowledge in the field of food translation and linguistics. Obviously, the translator does not deal with "Caesar" as a proper name. Unfortunately, the insertion of a

linguistic element that does not exist in the SL item is a wrong choice in this particular example.

5.6. Omission

Obeidat (2005: 96) defines omission as "leaving words, clauses, phrases or even sentences which are present in the original version." The reasons behind omission vary. Anyway, omission can be intentional and desirable when the SL item has no equivalent in the TL or when the word is useless for the overall meaning of the text. On the other hand, it may be unintentional and result from the translator's inability to comprehend the SL terms or to the translator's careless reading of the SL sentence or phrase.

Many interesting examples in the sample of the study are here selected:

Golden potato wedges

بطاطا ودجز.

The SL phrase includes the word "golden" which has a promotional function. It expresses a high level of emotiveness to customers. Here, omission leads to message distortion because the rich connotations of the word "golden" have gone with the deletion. It can be ascribed to the translator's careless reading of the phrase.

The following translation is suggested by the researcher as an alternative translation:

أصابع البطاطا الذهبية (المقرمشه)

2. Sbarro Dough stuffed with Mozzarella and **Romano** cheese fully covered with different fillings (chicken, supreme and vegetables), and baked in our oven.

عجينة سبارو المحشية المضاف اليها الموزاريلا مخبوزة و مغطاة بالكامل, و تأتي بعده حشوات
(الدجاج, السوبريم, الخضار).

There are two examples of omission in the previous text. The first example affects the accuracy and faithfulness of the translation. The term "Romano", a kind of cheese, is deleted from the sentence. The deletion of one ingredient of the dish in question ignores the customers' right to know what they are ordering. It is possible to find customers who may not like this particular type of cheese. In fact, there is no logical reason behind such an omission. Most likely, it is attributed to the translator's careless reading of the sentence.

The second example in the same text is the deletion of the last paraphrase of the sentence "and baked in our oven". The deleted phrase has a significant function to indicate the fresh nature of the pizza which is baked in the same restaurant where it is served. It shows the manufacturer's desire to let customers know that the product is fresh. However, the translator opts to omit the phrase and, therefore, causes message distortion. The omission here can be ascribed to the translator's assumption that such a phrase is not a part of the description of the dish which makes it unnecessary ignoring the emotive theme of the phrase.

The researcher suggests the following alternative translation of the text without omission:

عجينة سبارو المحشية و المضاف اليها جبنة الموزاريلا و جبنة الرومانو ومغطة بالكامل بعدة
حشوات (الدجاج, السوبريم, الخضار) و يتم شهيها طازجة في أفراننا

3. Sbarro delicious and fresh salads

مجموعة من سلطات سبارو الطازجة.

Here, the translator omitted the term "delicious" meaning "لذيذة (شهيية)". This adjective has an emotive function that tends to persuade the customers to choose the product promising them a tasty salad. The omission is either unintentional or it may be attributed to the translator's desire to leave it for the customer to judge the taste of the salad. Still, the translator can stay faithful to the ST by giving the following translations:

مجموعة من سلطات سبارو الطازجة و الشهيية

It is the same issue in the fourth example:

4. Ice tea with fresh lemon juice.

شاي مع النعنع و الليمون

Here, the example, though a short phrase, includes three instances of omission. In the first one, the word "ice" meaning "متلج" is omitted which causes message distortion since it is necessary to include the word in order to distinguish ice tea from hot tea. The same can be said of the second word that has an emotive function. The word "fresh" meaning "طازج" is expected to attract customers who usually prefer fresh food items. The omission of the word is unjustifiable. The last omitted word is "juice meaning "عصير". It identifies the form in which lemon is added. The omission of the word

juice leads to confusion between lemon as juice or slices. The researcher suggests the following alternative translation:

شاي مثلج مع عصير الليمون الطازج

5. Mixed Salad.

سلطة.

This is a clear example of message distortion. The TL version is not as informative or faithful as necessary. The word "سلطة" is a general word that includes different types such as "Caesar salad", "Coleslaw", and so on. The lack of specific information about the salad causes customers who read the message to ask "A salad of what?" Most likely, this unsuccessful omission is unintentional. The omitted word "mixed" can be easily rendered as "مشكلة" achieving the informative function. The lack of information can be solved through the following suggested translation which is expected to be more accurate and faithful:

سلطة مشكلة.

Another example that illustrates the idea is the following:

6. Hung Kong Fried rice.

أرز هونغ كونغ.

Here, the term "fried" meaning "مقلي (محمّص)" is omitted leaving confusion on the part of the customers whether the rice is fried, boiled or something else. Knowing the method of cooking is important for customers who prefer one method to another. Therefore, omission, here, is

unjustifiable since the word has a direct, clear and short equivalent that the phrase can easily be rendered as:

أرز هونغ كونغ المقلي (المحمّص)

However, omission is sometimes justifiable and acceptable because it does not affect the message to be conveyed. On the contrary, it removes redundancy, such as in the next two examples:

7. Deep fried seafood.

مأكولات بحرية مقلية.

This example raises the problem of inserting words that are useless for the intended meaning. For instance, what is the difference between "deep fried" and "fried"? Most likely, they are the same. The adjective "deep" meaning "عميق" adds nothing significant or special for the overall meaning of the phrase. Therefore, the deletion of this word here is intentional and is attributed to the translator's assumption that the meaning can be easily comprehended without it. The researcher tends to agree with the translator's choice since it achieves the theme of economy in translation.

8. Sea food noodles (Kwei teo)

نودلز مع الماكولات البحرية.

The SL phrase is a name of a Chinese dish. It consists of two parts. One is the transliteration of the Chinese name into English while the other is translation of the name by paraphrase. The paraphrase gives a clear idea

about the dish components. In translation from English into Arabic, the transliterated name " kwei teo" is completely omitted. This omission can be desirable since the name has no counterpart in the TL. Frankly, no possible translation of the Chinese name is available except through paraphrase or description which has already been achieved by the English adaptation of the name. Therefore, the researcher again supports the translator's choice. There is no need to include a foreign name which is difficult to be pronounced, especially that the meaning is complete without it.

5.7. Translation by a more general word (superordinate)

Baker (1992: 26) suggests using a general word (superordinate) to render terms that have no counterparts in Arabic. For example, the term " burger" refers to a CSC that has no equivalent in Arabic, so it is translated by a general word " لحوم " meaning "meat". However, the researcher noticed that the strategy has been mistakenly applied in translating food items in restaurant menus. The following table includes some examples:

Table (12): example of translation by general terms.

STs	TTs
Chicken	دواجن
Garlic	توابل
Beef	لحوم
Nuts	تسالي

(See Appendix B.)

Obviously, the examples above represent the inappropriate application of the strategy because the ST terms have direct, clear and

acceptable counterparts in Arabic. As a result, the translations can be misleading, hence wrong, and they may be attributed to the translator's lack of attention. For example, the word "garlic" which is rendered as "توابل" meaning "spicy" has a direct equivalent in Arabic as "ثوم", which is different from "توابل". The same can be said of "chicken" which is rendered as "دواجن" meaning "poultry" although it is just one kind of poultry that includes other kinds, such as turkey. The tendency towards a general word, here, is unjustifiable because the Arabic counterpart as "دجاج" is widely acceptable and clear. The term "beef" can be better translated as "لحم بقرى" meaning "meat of veal" instead of "لحوم" meaning "meat", which is not specific enough. In short, when the direct and acceptable counterpart is there in the TL, there is no need for a more general word (superordinate) unless the TL equivalent is a taboo which is not the case in the above mentioned examples.

5.8. Translation by a more specific word (hyponym)

According to Baker (1992: 20), the hierarchical structure of a semantic field is there in most, if not all, languages. This means that we have general words (superordinates) and specific ones (hyponyms). Based on this fact, in addition to the previous strategy, the researcher suggests the current strategy of specific words (hyponyms). It means that translators may use specific words to translate general words that refer to general concepts. This strategy is acceptable in the case of non-equivalence, but in other cases, it is unjustified because it may cause message distortion. Next are some examples of a wrong choice of this strategy:

Table (13): Translation by hyponyms.

STs	TTs
Fish	هامور
Herbs	بقدونس
Drinks	كولا
Seafood	الاسماك
Pastry	سفيجة

(See Appendix B.)

The first example in the menu is significant. The translation of the word "fish" into "هامور" instead of the direct equivalent "سمك" is a wrong choice because it violates the informative function of the text. It may be ascribed to the translator's assumption that everyone knows that "هامور" is a kind of fish and that s/he wants to specify the kind of fish used in the dish. However, it is not a wise decision to depend on an assumption that may not be true. Therefore, the researcher suggests an alternative translation as "سمك الهامور" in order to be faithful and informative.

The other examples are not less important. They are misleading and unfaithful. Even linguistically they represent a shift in number from plural to singular. For example, the plural words "herbs" and "drinks" are translated into singular words "بقدونس" meaning "parsley" and "كولا" meaning "cola", respectively. This proves that the Arabic versions represent parts of all. The unsuccessful choice of specific words for terms that have direct equivalents seems to be unintentional and likely to be attributed to lack of attention.

The problem of message distortion is clear in the fourth example in which "seafood" is translated into "أسماك" meaning "fish" instead of

"مأكولات بحرية". In fact, such a translation has a negative effect on the target customers who may prefer other types of seafood to fish. It mistakenly indicates fewer varieties and choices than those suggested in the original SL term. As a result, it may decrease the orders and the sales of the food operation, which causes it to be a failure translation. The same is also true for "pastry" where the Arabic translation as "سفيحة" ignores the fact that "pastry" includes many other types. Therefore, it can be better translated as "معجنات"

To sum up, the strategies adopted in translating restaurant menus and food items include the seven strategies discussed above. The strategies are sometimes adopted successfully and result in satisfactory translations. Unfortunately, at other times, they may be mistakenly applied causing message distortion, and failure translations, for recipients. In all conditions, translation is a decision-making process that is subject for success or failure.

Since the choice of the suitable translation strategy to deal with a particular concept or term is an individual decision that depends on the translators' tastes and skills in addition to the environmental factors around them, one concept or term may have two or more different and equally valid translations due to different reasons. The following section sheds some light on such varieties and multiple translations

5.9. Multiple translations of the same concept

There is a strong belief that one word can have more than one correct translation following different translations strategies. There are different

reasons for multiple translations. The primary reasons are related to the TL regional dialects, the different synonyms of the same concept, the semantic ambiguity of some terms and the tendency towards the SL-oriented strategies. Let's discuss the reasons in detail depending on the analysis of the examples selected from the sample of the study that includes 27 cases of various renderings

5.9.1. The TL regional dialects

Language varieties refer to "subtypes of a language on the basis of their differences from one another in terms of pronunciation, lexical choice, grammar...." (www.hawaii.edu).

They include the regional dialects that form a main reason behind several renderings of the same term. The regional dialect is not a distinct language but a variety of a language spoken in a particular area. (www.hawaii.edu). Dialect is defined by Funk and Wagnall's Encyclopedia as "a version of language differing in some aspects of grammar, pronunciation, or vocabulary from other forms of the same language." (www.uncp.edu).

Arabic is a rich language that has many regional dialects such as Egyptian Arabic, Palestinian Arabic, and so on. This variety affects the process of translating restaurant menus and food items. The fact that the sample of the study covers the area of Palestine, Jordan and Egypt justifies the different renderings of the same food item that can be attributed to the differences between Palestinian and Jordanian Arabic, on one side, and Egyptian Arabic, on the other side. Moreover, some differences are

ascribed to the variety in modern-standard Arabic and colloquial spoken Arabic. The following table introduces examples of regional dialects in food terms rendering:

Table (14): multiple translations due to regional dialect.

STs	TTs
Mushroom	عش الغراب , فطر, مشروم
Chicken	دجاج, فراخ, تشكن
Fries	بطاطا مقلية, بطاطس محمرة, تشيبس, بطاطا
Fried	مقلي, محمّر
Sour	حامض, حريف
Tomato	طماطم, بندوره

(See Appendix B.)

Obviously, the different translations of the same concept are all acceptable and reliable, but one is more suitable for a particular area than for another. In other words, the use of the local dialect in a region is more attractive and emotive for customers. It shows the customers' identity and local color. At the same time, it supports the informative function of the menu as the regional dialect can convey the message better. For example, the adjective "حريف" is unfamiliar in Jordan or Palestine as a synonym of "حامض", while it is the term frequently used in Egypt. The same can be said of "فطر" and "عش الغراب", where the first is common in Jordan and Palestine, and the second, in Egypt. It is widely expected to find customers in Palestine or Jordan who have no idea what "عش الغراب" refers to. Therefore, it is a wise decision to use the familiar term in a particular area even though both translations are accurate.

Moreover, the lexical term in one dialect can be more emotive than another term that refers to the same concept, in other dialects. For instance, the Egyptian Arabic term "محمّر" is more emotive than its synonym in Palestine, "مقلي". It goes to the extreme in frying. In this sense, it is connected with good taste and image, which makes it more appellative.

Further, some multiple translations of food items are related to the variety in standard Arabic and colloquial dialects. A clear example to represent the idea is that of "soup" which is rendered as "الحساء" and "الشورية", where the first is a formal term belonging to standard Arabic and the second is an informal colloquial term. The use of a standard term may indicate the high level and status of the restaurant. Meanwhile, this is against the viewpoint discussed in Chapter I that the language of the menu should be simple and informal.

5.9.2. Translation by different synonyms in the TL

Synonyms are two or more words or expressions of the same language that have the same or nearly the same meaning in some or all their senses (www.answers.com).

Arabic is a rich language that usually has different synonyms for the same concept. This is why translators have trouble finding an adequate translation. Several translations are possible for the same concept without change in meaning. In such a case, multiple translations are just a matter of taste and individual choice on the part of translators depending on the commission and the type of the expected audience. Next are few examples of translation by synonyms:

Table (15): multiple translations by synonyms.

STs	TTs
Sausages	نقانق , سجق
Shrimp	جمبري , قريديس
Turkey	حبش, ديك رومي
Drinks	مشروبات, مرطبات
Seafood	ماكولات بحرية , ثمار البحر, فواكه البحر,
Balls	كرات, مكعبات

(See Appendix B.)

Clearly, different translations of the same food item can be used alternatively without message distortion. For example, the term "shrimp" has two counterparts in Arabic which are "جمبري" and "قريديس" that represent the same concept. The translator's taste determines the choice between the two equivalents. This is also true for all the other examples. The slight differences, if any, do not change the meaning or the intended message. Both of "ديك رومي" and "حبش" refer to the same bird which makes both accurate and faithful.

5.9.3. Lexical ambiguity of some terms

Some SL terms are semantically complex or ambiguous in that they have two meanings in the TL. Such terms usually have multiple translations; each one is suitable in a certain context. Let's take the example of "hot" for more clarification. The term is rendered differently in two different menus. The first translation "ساخن" is the opposite of "cold", while the other translation as "حار" meaning "chili". The two Arabic terms represent two different states of the food. "hot" food is not necessarily

"chili food" and vice versa. This is why translators should have good knowledge of the dishes they are rendering to avoid confusing translations.

5.9.4. The overuse of transliteration

One major reason behind multiple translations is the overuse of transliteration vs. other strategies such as literal translation and adaptation. Although transliteration is used for need in many cases, it is, more likely, used for prestige. In the age of globalization and under the dominance of English as a global language, transliteration becomes a sign of modernity and high status. It occupies the menus of restaurants despite the fact that direct counterparts are available in Arabic. The following table includes several examples of transliteration vs. literal translation:

Table (16): transliteration vs. literal translation

STs	Transliteration	Literal translation
Ice cream	ايس كريم	بوظه
Double	دوبل	مزدوج, ثنائي
Prawn	برون	جمبري, قريدس
Mediterranean	ميداتييرانيان	البحر المتوسط
Beef	بيف	لحم بقري
Chicken	تشيكن	دجاج, فراخ
Chicken balls	تشكن بولز	كرات الدجاج
Banana	بنانا	موز
Cheese	تشيز	جبنة
Caesar salad	سيزر	سلطة القيصر

(See Appendix b)

Obviously, the overuse of transliteration in the previous examples is attributed to the assumption that foreign names sound better and more

prestigious than local names. It is a matter of lack of trust in Arabic. Otherwise, what is the justification of using "تشيز" instead of "جبنة" which is a clear, direct and precise equivalent for "cheese"? The same can be said of all the examples included in the previous table. From the researcher's point of view, whenever literal translation is possible and successful, transliteration is unjustifiable.

In some cases, the direct equivalents are not available in Arabic. Still, there is a space for translation by target –oriented strategies, such as adaptation. Next are some examples of transliteration vs. adaptation

Table (17): transliteration vs. adaptation.

STs	Transliteration	Adaptation
Burger	برغر	لحوم
Spring rolls	سبرنج رولز	لفائف محشوة بالخضار اللحم.
Fillet	فيليه	مسحب
Mozzarella	موزاريللا	الجبن الايطالي

(See Appendix B.)

Although transliteration, here, is, somehow, justifiable, there is a viewpoint which says that transliteration should not be used unless translation is impossible which is not the case in the examples mentioned above. (See Chapter I). Those who support this viewpoint tend to produce the second translation such as "لفائف محشوة بالخضار و اللحم" for "spring rolls". Others who prefer the safe side are expected to use transliteration as "سبرنج رول". Such varieties are intentional following translators' tendencies and the commission given to them.

To sum up, menus are rich in food terms and unfamiliar names of dishes that are not easy to be rendered from English into Arabic. In their attempts to judge such terms, translators adopt different strategies that are either source-oriented strategies such as transliteration or borrowing, or target-oriented strategies including adaptation, addition and omission. Sometimes strategies are applied appropriately and successfully. In other cases, they are mistakenly applied mostly as a result of lack of attention and careless reading of phrases or sentences, or translator's inefficiency and search for prestige.

Further, the fact that more than one strategy can be suitable for rendering a certain term is significant. It leads to a number of varieties in translation of the same concept under the influence of some linguistic issues, such as the regional dialects, or the semantic ambiguity of certain lexical items, in addition to some environmental factors. Translators should do their best to choose the suitable strategy for each food term taking into consideration customers' expectations. The next chapter concludes the data analysis. The recommendations at the end of next chapter will, the researcher hopes, facilitate and improve the process of translating menus.

Chapter VI

Conclusions and Recommendations

In the last chapter of this thesis, it is appropriate to sum up the findings reached. It is also useful to include a set of recommendations by the researcher for further research in the field of menus translation. The recommendations address researchers, translators and food companies.

6.1. Conclusions

Upon the careful analysis of the data collected for the research in addition to the interviews carried out by the researcher, she has come up with the following conclusions:

1. Translating restaurants' menus and foreign food terms from English into Arabic is not an easy task since it creates big challenges and problems either linguistically and/or culturally.
2. Translating food menus is a decision-making process joined with taste and knowledge.
3. The study identifies the main problems of translating food menus including brand names, proper names, slogans, CSCs, ambiguous food terms and taboos.
4. Non-equivalence is a primary source for problems in translating food menus especially the odd names of dishes with which translators, even professionals, are unfamiliar. This requires maximum effort in search depending on specialized dictionaries or personal interviews. Otherwise, borrowing is preferable to avoid inaccurate translations.

5. Translating a food menu is a problem-solving process in which many terms, though seeming simple for the first impression, are problematic or ambiguous which urge the translator to pay attention for every single term. Some terms might be semantically related that they are similar in most aspects. Therefore, they need a lot of focus and knowledge to be distinguished and translated accurately.

6. Some food terms have cultural or religious connotations which make them sensitive in translation requiring enough attention on the part of the translator to produce acceptable translations that respect the cultural and religious values of the target audience.

7. There are seven strategies that are used in translating restaurants' menus. The strategies are either source-oriented such as transliteration (borrowing) or target – oriented such as adaptation, addition and translation by a more general or specific word (super ordinate and hyponym). Neutral strategies such as literal translation are also adopted frequently in translating food terms.

8. Transliteration (borrowing) is the most common strategy in translating menus which illustrates the continuous dominance of English as a global language and as a symbol of modernity and prestige.

9. Any strategy of translation is significant in many cases when it can achieve many functions such as clarification, specification or adaptation. However, if the strategy is adopted mistakenly, it can cause message distortion or unfaithful translation. It may also be counted as an example of over translation or as a translation error.

10. Pictures are helpful aids to clarify the meaning of some semantically related terms or odd names of dishes. They help to specify the product, attract the customers and compensate for the lack of equivalent.

11. A term may have more than one accurate and faithful translation, but one translation is more appellative and appropriate in the case of food production.

12. The multiple translations of the same concept are noticeable in Arabic. They are usually attributed to the variety in the TL regional dialects, the synonyms in the TL, the lexical ambiguity of some terms and the over use of transliteration. The translators' examination of such factors enables them to choose the most appropriate translation in each case.

6.2. Recommendations

Although the researcher is still a student, she finds herself in a position to give some recommendations in the light of the previous conclusions. These recommendations might be useful since the search in the field of menus translation is still new and fresh. Here are the recommendations:

1. The corpus of the study could be increased in order to reach more specific and significant conclusions. Moreover, a larger corpus is expected to make the results more reliable.

2. The area of the study could be widened to include other Arab countries that are more conservative,

3. Researchers are recommended to study menus translation from a sociolinguistic and a psycholinguistic approach in order to explain translators' choices and interpretations of customers' needs.
4. Menus translators should be qualified enough and their knowledge in the field of menus translation should be accompanied by the necessary interest of food products.
5. Menus translators are advised to consult specialized reference books and dictionaries in order to be able to solve problems and translate accurately.
6. Translators are recommended to deal with the menu as a mean of advertising which may help them to determine the ideal translation, among multiple ones, for a certain term.
7. Translators should be careful in their reading of the SL menus and terms to avoid errors attributed to carelessness and lack of attention.
8. Food companies are recommended to focus on hiring professional and well-experienced translators whose knowledge in the field of food translation is adequate.
9. Concerned authorities including universities are recommended to offer training courses specifically for translators of food menus and food products.

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Appendix

Appendix A: (Interviews)

1.* For the Translator:

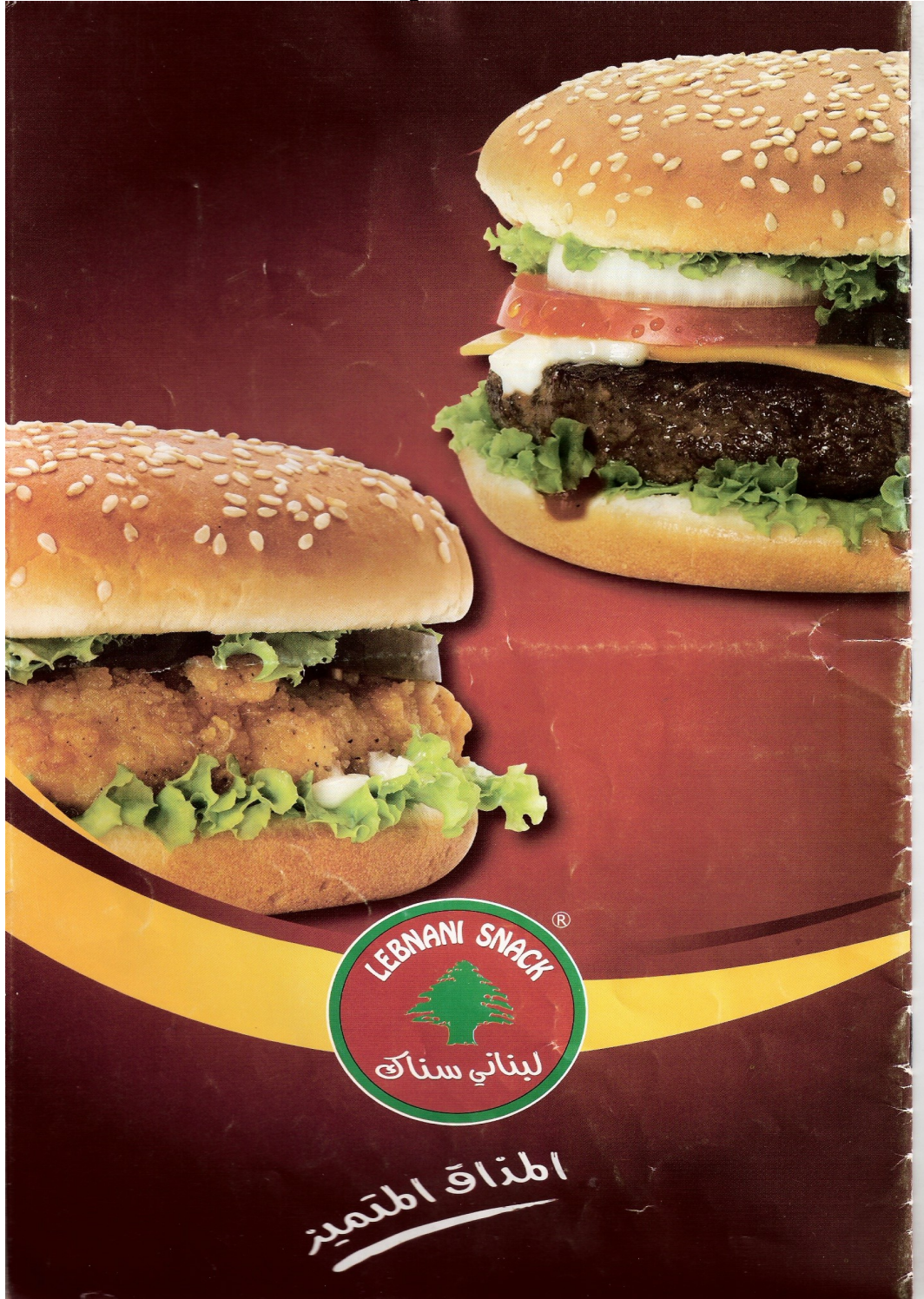
1. What are the main problems that face you in your work?
2. What strategies do you use in translating menus?
3. What are the sources of your translations?
4. What are the instructions of the restaurants' owners?
5. Are you free in your choices of strategies?
6. Are you satisfied with your work?
7. How can you justify some of your choices such as using "لارج" for "large" and "تشيز" for "cheese", instead of direct Arabic equivalents?

2. For the Restaurant Owner:

1. Do you believe that English names in your menu help increase the number of customers?
2. Do English names in menus express the image of the restaurant?
3. Do you think that the translated terms, such as "تشكن" and "تشيز" are more prestigious?
4. Are there any foreigners who visit your restaurant?
5. Do you receive any complaints from the customers about the translation of the menu?
6. What were your instructions for the translator?
7. Were you satisfied with the results (i.e. of the translated menu)?

Appendix B

The corpus of the menus



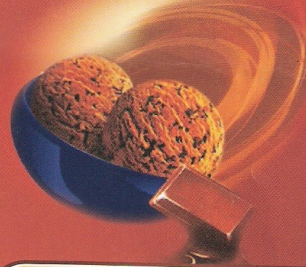
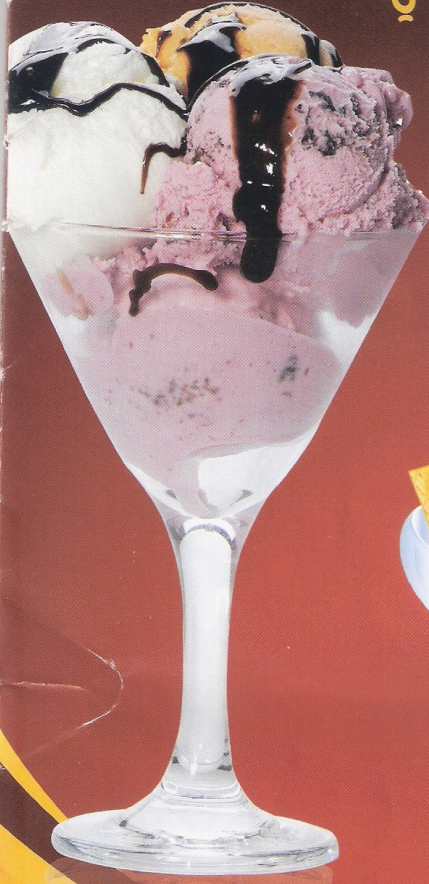
COMBO 1**COMBO 2****COMBO 3****COMBO 4****COMBO 5****COMBO 6****الوجبة المائية**

PRICE INCLUDE SALE TAX



يحتاف نصف دينا على سعر الوجبة المائية دائم استعمال البيبسي 1250 مل - 1 لتر كوكتيل

تذوقوا بوظة لبناني سناك



اشتري 5 آيس كريم كبير
واحصل على

2 آيس كريم
صغير مجاناً

اشتري 1 كيلو آيس كريم
واحصل على

1/2 كيلو مجاناً

Ice Cream



ايس كريم

1 kilogram Ice cream normal	5.000	1 كيلو ايس كريم عادي
1 kilogram Ice cream special	6.000	1 كيلو ايس كريم سيشل
Milk Shake	2.000	ميلك شيك

كبير صغير

1.500 0.900 8 افتر8، اوريو، افتر8، تشيز كيك، تيزي كيك، سنكرز، ليزي كيك، جلاكسي، فانيليا، شوكلت، فراولة، بوظة عربية، جلاكسي، تويكس، مانجو، مارس، سنكرز، ليزي كيك، تشيز كيك، اوريو، افتر8



Sajj Lebni

Meats Contain (Sajj bread + Large Fries + Pickles + Mayonnaise+ Veg)



صاج لبناني

الوجبات تتضمن (خبز صاج + بطاطا كبيرة + مكولات + حلبة متومة مايونيز + خضرة)

	وجبة	ساندويش	
NEW Awerma with Eggs (Slice Meat, Mushroom, Eggs)	2.950	2.700	NEW أورما مع بيض (شراحت لحمه، فطر، بيض)
Steak Beef with Mozzarella	2.950	2.700	ستيك لحمه مع موزاريلا
Shawerma Lebni ala Sajj	2.500	1.850	شاورما لبناني عالصاج
Chicken Crisby	2.950	2.700	تشكن كرسبي
NEW Kefta with Egg	2.750	2.500	NEW كفتة مع بيض
NEW Sujuk with Egg	2.750	2.500	NEW سجق مع بيض
Pastrami	2.850	2.600	بسطرمة
NEW Pastrami with Egg	3.150	2.900	NEW بسطرمة مع بيض
NEW Sausages with Egg	2.750	2.500	NEW سناق مع بيض
NEW Hot Dog with Eggs	2.750	2.500	NEW هوت دوج مع بيض
Chicken Fahita	2.950	2.700	فاهيتا
Bonless Chicken with Mozzarella	2.750	2.500	مسحب مع موزاريلا
Shis Tawwook	2.850	2.600	شيش طاووق
Halloum with Thyme	2.100	1.850	حلوم بالزعتر
Hot dog with Cheese	2.100	1.850	هوت دوج مع جبنة
Mortadella with Kashkaval	2.100	1.850	سنيورة مع كشكوان
Chocolate Notela with Banana	2.100	1.850	شوكولا نوتيلا مع موز
Chicken Liver	2.150	1.900	كبدة دجاج
Mortadella with Labaneh or Cheese	2.000	1.750	سنيورة مع لبننة أو جبنة
Labeneh with Olives	1.350	1.100	لبننة وزيتون
Thyme	1.350	1.100	زعتر وزيت
Hot Spleen	2.250	2.000	طحل حار
Brain	2.750	2.250	نخاعات
Tongue	2.750	2.250	لسانات
Salami W/Cheese	2.250	2.000	سلامي بالجبنة
Sujuk Grilled	2.250	2.000	سجق مشوي
Mix Cheese (Yellow chidder, Mozzarella, Halom)	2.250	2.000	مكس أحيان (جبنة شدر + موزاريلا + حلوم)
Roast Beef	2.500	2.250	روست بيف مع جبنة

PRICE INCLUDE SALE TAX

Meals (مختلات + خضرة)



الوجبات (خبز فرنسي + بطاطا كبيرة)

NEW Awerma with Eggs (Slice Meat, Mushroom, Eggs)	2,600	NEW أورما مع بيض (شرحات لحمة + فطر + بيض)	
NEW Kefta with Eggs	2,250	NEW كفتة مع بيض	
Boneless Chicken Super	2,000	مسحب دجاج سوپر	
Boneless Chicken with Kaskaval or Mozzarella	2,400	مسحب دجاج سوپر مع كاشكافان او موزاريلا	
NEW Chicken Liver with Special Lebni Sauce	1,900	NEW كبدة دجاج مع صوص لبناني الخاص	
NEW Hot Dog with Eggs	2,250	NEW هوت دوغ مع بيض	
NEW Pastrami wit Eggs	2,600	NEW بسطرمة مع بيض	
NEW Sujuk with Eggs	2,250	NEW سجق مع بيض	
NEW Sausages with Egg	2,250	NEW تقائق مع بيض	
Shawerma Lebni ala Sajj	2,000	شاورما لبناني عالصاج (خبز فرنسي)	
Shawerma Lebni ala Sajj (Large)	2,400	شاورما لبناني عالصاج (كبير)	
Kabab with Mayonnaise + Fries	2,000	كباب بالمايونيز + بطاطا	
Steak Beef W/Mushroom + Mozzarella + Fries	2,700	ستيك بيف مع مشروم + موزاريلا + بطاطا	
Chicken Fahita (Chicken Slices with Special Sauce) + Fries	2,650	تشكن فاهيتا (شرحات صدر دجاج مع الصوص الخاص) + بطاطا	
Chicken Crisby (Chicken with Lebni Hot Sauce)	2,650	تشكن كرسبي (صدر دجاج مقلي مع خلطة لبناني الحارة)	
Francisoc (Grilled Chicken with Special Spices) + Fries	2,650	فرانسيسكو (صدر دجاج مشوي بالزبدة مع البهار الخاص) + بطاطا	
Escallop Super (Chicken with Special Sauce) + Fries	2,250	سكالوب سوپر (صدر دجاج مقلي مع الخلطة الخاصة) + بطاطا	
NEW Burger Beef & Beef + Fries	2,250	NEW برغر بيف أند بيف + بطاطا	
Chicken Burger Super (Grilled Chicken) + Fries	2,250	برغر دجاج سوپر (صدر دجاج مشوي) + بطاطا	
Beef Burger Super + Fries	2,100	برغر لحمة سوپر + بطاطا	
Beef Burger Super W/Chees + Fries	2,250	برغر لحمة سوپر بالجبنة + بطاطا	
Lebni Burger (Beef + Mushroom with Special Sauce) + Fries	2,350	برغر لبناني (لحمة + مشروم مع الصوص الخاص) + بطاطا	
Cordon Blue	2,500	كوردن بلو	
Grilled Fish Fillet + Fries	2,250	سمك فيليه مشوي + بطاطا	
Fish Fillet + Fries	2,250	سمك فيليه مقلي + بطاطا	
Shish Tawook + Fries	2,600	شيش طاووق مشوي + بطاطا	
Streak Chicken + Fries	2,600	ستيك تشكن + بطاطا	
Roast Beef + Fries (French Bread)	2,000	روست بيف + بطاطا (خبز فرنسي)	
Chicken Roast + Fries (French Bread)	2,000	روست تشكن + بطاطا (خبز فرنسي)	
Turkey Roast + Fries (French Bread)	2,000	روست تيركي + بطاطا (خبز فرنسي)	
Samarein Sandwich (Beef, Turkey, Hot Dog Cheese) + Fries	2,500	سامارين (روست بيف - روست تيركي - هوت دوغ - جبنة) + بطاطا	
Lamb Liver	2,000	كبدة غنم	
Chicken Gizzard	2,500	بسطرمة	
Sausages	2,000	تقائق	
Sujuk	2,000	سجق	
Salami	2,000	سلامي	
Premo (Hot Dog)	2,000	بريمو (هوت دوغ)	
Hot Spleen	2,000	طحل حار	
Brain	2,250	نخاعات	
Tongue	2,250	لسانات	
Kidneys	2,250	كلوي	

PRICE INCLUDE SALE TAX





Lebani Breakfast

Olives with Thyme	0.650
Halloum with Olives	0.900
Braid Cheese	1.000
Kaskaval Cheese Olives	0.950
Yellow Cheese (Bride)	0.800
Labaneh with Olives	0.800
Labaneh with Maktous	1.000
Mortadella with Labaneh, tomato, olives	0.800
Mortadella with Halloum Cheese	1.000
Mortadella with Kaskaval Cheese	1.000
Botato with Mozzarella	1.250
NEW Chocolate Nutella	1.000
Cream with Honey, Pistachio	1.250
Butter with Jam	0.900
Damascus Halawah	0.900

تروية لبناني

زيت وزعتر	0.650
حلوب مع زيتون	0.900
جبنة شامية مجدلة	1.000
كشكوان مع زيتون	0.950
جبنة صفراء (برايذ)	0.800
لبنة مع زيتون	0.800
لبنة مع مقدوس	1.000
سنيورة مع لبنة + بندورة + زيتون	0.800
سنيورة مع حلوب	1.000
سنيورة مع كشكوان	1.000
بطاطا بالمولزاريلا	1.250
NEW شوكولا نوتيللا	1.000
قشطة مع عسل بالفسق الحلبي	1.250
مربي مع زبدة	0.900
حلاوة شامية	0.900

Pastries

	كبير	وسط	صغير
Pizza Margarita	5.000	2.750	1.850
Pizza with Vegetables	6.000	3.000	2.000
Chicken Pizza	7.000	4.000	3.000
Beef Pizza	7.000	4.000	3.000
Pizza with Salami	7.000	3.500	2.250
Mankousheh Thyme		0.400	
Mankousheh Cheese (Large)		0.700	
Mankousheh Thyme & Cheese		0.750	
Safiha Beef (Large)		1.100	
Cheese W/Olive		0.450	
Beef Sambossek		0.450	
Cheese Sambossek		0.450	
Spanish Sambossek		0.400	
Hot Dog		0.450	

معجنات لبناني

بيتزا مارغريتا (جبنة مولزاريلا - صلصة بندورة)	1.850
بيتزا مع خضار	2.000
بيتزا دجاج	3.000
بيتزا بيف	3.000
بيتزا مع سلامي	2.250
منقوشة زعتر	
منقوشة جبنة (كبير)	
منقوشة زعتر و جبنة	
صفيحة لحمة (كبير)	
جبنة وزيتون	
سمبوسك لحمة	
سمبوسك جبنة	
سمبوسك سباتخ	
هوت دوغ	

Appetizers

	كبير	صغير
Frech Fries	1.250	0.900
Wedgez	2.000	1.250
NEW Greek Salad with cheese and Thyme	1.500	
Grabs Leafs (Yalangi)	1.500	
Tabolah	1.000	
Fatoosh	1.000	
Cabbage Salad (ColSlow)	0.750	
Halabi Olive	0.900	
Makdoos with Pickes or Olive	1.250	
Beef Kobah	0.400	

المقبلات

بطاطا مقبلة	0.900
بطاطا ودجز	1.250
NEW سلطة يونانية مع جبنة وزعتر	1.500
ورق عنب (بلنجي)	1.500
تبولة	1.000
فتوش	1.000
سلطة ملفوف (كولسلو)	0.750
زيتون حليب	0.900
مخللات مع مقدوس وزيتون و خضرة	1.250
كبة لحمة مقبلة	0.400

Sandwiches



الساندويشات

NEW Kefta (Lamb Meat, Special Lebni Sauce)	1.200	كفتة (لحم خاروف، صوص لبناني الخاص)
Boneless Chicken Super	1.000	مسحب دجاج سويز
Boneless Chicken with Kaskaval or Mozzarella	1.400	مسحب دجاج مع كشكوان او موزاريلا
NEW Chicken Liver with Special Lebni Sauce	1.000	كبدة دجاج مع صوص لبناني الخاص
Pastrami	1.300	بسطرمة
Sujuk	1.200	سجق
Sausages	1.200	نقائق
Salami	1.000	سلامي
Premo (Hot Dog)	1.000	بريسمو (هوت دوغ)
Hot Spleen	1.000	مطحل حمار
Brain	1.250	نخاعات
Tongue	1.250	لسانات
Kidney	1.000	كلوي
Shawerma Lebni (French Bread)	1.250	شاورما لبناني (خبز فرنسي)
Shawerma Lebni ala Sajj	1.850	شاورما لبناني عالصاح
Steak Beef W/Mushroom + Mozzarella + Fries	2.400	ستيك بيف مع مشروم + موزاريلا + بطاطا
Chicken Fahita (Chicken Slices with Special Sauce) + Fries	2.400	تشكن فاهيتا (شرائح صدر دجاج مع الصوص الخاص) + بطاطا
Chicken Crispy (Chicken with Lebni Hot Sauce)	2.400	تشكن كريسبي (صدر دجاج مقلي مع خلطة لبناني الحارة)
Francisoc (Grilled Chicken with Special Spices) + Fries	2.400	فرانسيسكو (صدر دجاج مشوي بالزبدة مع البهار الخاص) + بطاطا
Escallop Super (Chicken with Special Sauce) + Fries	1.900	سكالوب سويز (صدر دجاج مقلي مع الخلطة الخاصة) + بطاطا
NEW Burger Beef & Beef + Fries	1.900	برغر بيف آند بيف + بطاطا
Chicken Burger Super (Grilled Chicken) + Fries	1.900	برغر دجاج سويز (صدر دجاج مشوي) + بطاطا
Beef Burger Super + Fries	1.750	برغر لحمة سويز + بطاطا
Beef Burger Super W/Cheese + Fries	1.850	برغر لحمة سويز بالجبنة + بطاطا
Lebni Burger (Beef + Mushroom with Special Sauce) + Fries	2.000	برغر لبناني (لحمة + مشروم مع الصوص الخاص) + بطاطا
Fish Fillet + Fries	1.750	سمك فيليه مقلي + بطاطا
Shish Tawook + Fries	2.250	شيش طاووق مشوي + بطاطا
Steak Chicken + Fries	2.250	ستيك تشكن + بطاطا
Roast Beef + Fries (French Bread)	1.750	روست بيف + بطاطا (خبز فرنسي)
Roast Chicken + Fries (French Bread)	1.750	روست تشكن + بطاطا (خبز فرنسي)
Roast Turkey + Fries (French Bread)	1.750	روست تيركي + بطاطا (خبز فرنسي)
Samarein Sandwich (Beef, Turkey, Hot Dog Cheese) + Fries	2.250	سمارين (روست بيف + روست تيركي + هوت دوغ + جبنة) + بطاطا

PRICE INCLUDE SALES TAX

Eggs Sandwiches

NEW

ساندويشات مع بيض

Kefta with Eggs	1.400	كفتة مع بيض
Awerma with Eggs (Slice Meat, Mushroom, Eggs)	1.500	أورما مع بيض (شرائح لحمة + فطر + بيض)
Pastrami wit Eggs	1.500	بسطرمة مع بيض
Sujuk with Eggs	1.400	سجق مع بيض
Sausages with Egg	1.400	نقائق مع بيض
Hot Dog With Eggs	1.400	هوت دوغ مع بيض



Sandwiches



الساندويشات

NEW Kefta (Lamb Meat, Special Lebnani Sauce)	1.200	كفتة (لحمة خاروف، صوص لبناني الخاص)	NEW
Boneless Chicken Super	1.000	مسحب دجاج سوپر	
Boneless Chicken with Kaskaval or Mozzarella	1.400	مسحب دجاج مع كاشكافال او موزاريلا	
NEW Chicken Liver with Special Lebnani Sauce	1.000	كبد دجاج مع صوص لبناني الخاص	NEW
Pastrami	1.300	بسطرمة	
Sujuk	1.200	سجق	
Sausages	1.200	نقانق	
Salami	1.000	سلامي	
Premo (Hot Dog)	1.000	بريمو (هوت دوغ)	
Hot Spleen	1.000	طحل حمار	
Brain	1.250	نخاعيات	
Tongue	1.250	لسانات	
Kidney	1.000	كلوي	
Shawerma Lebnani (French Bread)	1.250	شاورما لبناني (خبز فرنسي)	
Shawerma Lebnani ala Sajj	1.850	شاورما لبناني عالصاج	
Steak Beef W/Mushroom + Mozzarella + Fries	2.400	ستيك بيف مع مشروم + موزاريلا + بطاطا	
Chicken Fahita (Chicken Slices with Special Sauce) + Fries	2.400	تشكن فاهيتا (شرحات صدر دجاج مع الصوص الخاص) + بطاطا	
Chicken Crispy (Chicken with Lebnani Hot Sauce)	2.400	تشكن كرسبي (صدر دجاج مقلي مع خلطة لبناني الحارة)	
Francisoc (Grilled Chicken with Special Spices) + Fries	2.400	فرانسيسكو (صدر دجاج مشوي بالزبدة مع البهار الخاص) + بطاطا	
Escallop Super (Chicken with Special Sauce) + Fries	1.900	سكا لوب سوپر (صدر دجاج مقلي مع الخلطة الخاصة) + بطاطا	
NEW Burger Beef & Beef + Fries	1.900	برغر بيف أند بيف + بطاطا	NEW
Chicken Burger Super (Grilled Chicken) + Fries	1.900	برغر دجاج سوپر (صدر دجاج مشوي) + بطاطا	
Beef Burger Super + Fries	1.750	برغر لحمة سوپر + بطاطا	
Beef Burger Super W/Chees + Fries	1.850	برغر لحمة سوپر بالجبنة + بطاطا	
Lebnani Burger (Beef + Mushroom with Special Sauce) + Fries	2.000	برغر لبناني (لحمة + مشروم مع الصوص الخاص) + بطاطا	
Fish Fillet + Fries	1.750	سمك فيليه مقلي + بطاطا	
Shish Tawook + Fries	2.250	شيش طاووق مشوي + بطاطا	
Steak Chicken + Fries	2.250	ستيك تشكن + بطاطا	
Roast Beef + Fries (French Bread)	1.750	روست بيف + بطاطا (خبز فرنسي)	
Roast Chicken + Fries (French Bread)	1.750	روست تشكن + بطاطا (خبز فرنسي)	
Roast Turkey + Fries (French Bread)	1.750	روست تيركي + بطاطا (خبز فرنسي)	
Samarein Sandwich (Beef, Turkey, Hot Dog Cheese) + Fries	2.250	سمارين (روست بيف - روست تيركي - هوت دوغ - جبنة) + بطاطا	

PRICE INCLUDE SALE TAX

Eggs Sandwiches

NEW

ساندويشات مع بيض

Kefta with Eggs	1.400	كفتة مع بيض	
Awerma with Eggs (Slice Meat, Mushroom, Eggs)	1.500	أورما مع بيض (شرحات لحمة - فطر - بيض)	
Pastrami wit Eggs	1.500	بسطرمة مع بيض	
Sujuk with Eggs	1.400	سجق مع بيض	
Sausages with Egg	1.400	نقانق مع بيض	
Hot Dog With Eggs	1.400	هوت دوغ مع بيض	





Cocktails



العصائر والكوكtails

Cocktail with Fruits	1.250	كوكتيل مع شقف سوپر
Super Cocktail with Honey	1.500	كوكتيل سوپر بالعسل الطبيعي
Lebnani with Cream and Honey	1.750	لبناني مع قشطة وعسل
Lebnani with Cream, Honey and Nuts	2.250	لبناني مع قشطة وعسل + مكسرات
Lebnani with Ice Cream and Nuts	2.250	لبناني مع ايس كريم + مكسرات
NEW Mocolato (Chocolat, Milk, Banana)	1.750	NEW موكولاتو (شوكلت + حليب + موز)
NEW Mangaya (Mango, Milk, Banana)	1.750	NEW مانجايا (مانجا + حليب + موز)
NEW Frotafrota (Strawberry, Milk, Banana)	1.750	NEW فروتا فروتا (فراولة + حليب + موز)
NEW Vitamino (Fruit Salad, Mango, Nuts)	2.250	NEW فيتامينو (سلمة فواكه، مانجا، مكسرات)
Cream with Hony	2.500	قشطة بالعسل
Banana with Milk and Honey	1.500	موز بالحليب والعسل
Banana with Milk, Cream and Honey	2.000	موز بالحليب والقشطة + العسل
Banana with Milk and Strawberry	1.750	موز بالحليب والفراولة
Avocado with Honey	1.850	افوكادو بالعسل
Avocado with Cream, Honey and Nuts	2.250	افوكادو بالقشطة والعسل + مكسرات
Mango	1.250	مانجا
Mango with Strawberry	1.500	مانجا مع فراولة
Strawberry	1.350	فراولة
Strawberry with Milk	1.350	فراولة بالحليب
Pineapple	1.350	اناناس
Orange	1.350	برتقال
Carrot	1.350	جزر
Carrot with Apple	1.500	جزر مع تفاح
Carrot with Orange	1.500	جزر مع برتقال
Grapefruit	1.350	جريب فروت
Lemon	1.350	ليمون
Lemon with Mint	1.350	ليمون بالنعناع
Kiwi	1.350	كيوي
Kiwi with Orange	1.350	كيوي مع برتقال
Kiwi with Strawberry	1.500	كيوي مع فراولة
Apple	1.500	تفاح
Guave	1.500	جواهة
Pomegranate	2.000	رمان
Seasonal fruits (Peach, Apricot, grapes, Kaka)	1.500	فواكه موسمية (دراق، مشمش، عنب كاك)
Melon	1.350	شمام
Pepsi, Mirinda, Seven Up	0.600	بيبيسي و ميرندا و سبن أب

PRICE INCLUDE SALE TAX

MEALS

Pizza AT'OUT
بيتزا العطوط



18
شيكل

A SPECIAL SPICED
CHICKEN SCALOPPINE

CHICKEN FINGERS اصابع دجاج



FILLET CHICKEN دجاج مسحب

18 شيكل صحن دجاج مسحب المكونات : قطعتان صدر دجاج مسحب مقلي + صحن سلطة مشكل + قطعة خبز

18 شيكل صحن دجاج غرل المكونات : 200-220 غم قطع دجاج صغيرة + صحن سلطة مشكل + قطعة خبز + بصل

10 شيكل ساندويش دجاج مسحب

10 شيكل ساندويش دجاج غرل



FILLET FISH سمك

18
شيكل

صحن سمك فيليه المكونات : قطعتان سمك فيليه _ صحن سلطة مشكل _ قطعة خبز



SPAGHETTI سباجيتي

13 شيكل

صحن سباجيتي نابوليتانا - حار / حلو المكونات : صحن سباجيتي - صلصة نابوليتانا حلو/حار

18 شيكل صحن سباجيتي نابوليتانا بالصلصة وقطعة دجاج حار / حلو المكونات : صحن سباجيتي - صلصة نابوليتانا حلو / حار - قطعة دجاج

23 شيكل صحن سباجيتي نابوليتانا بالصلصة وقطعتان دجاج المكونات : صحن سباجيتي - صلصة نابوليتانا حلو / حار - قطعة دجاج



FRIES بطاطا (شيبس)

12
شيكل

جاط كبير

8
شيكل

صحن وسط

5
شيكل

صحن صغير



SANDWICHES

BURGERS برغر




AT'OUT BURGER عطوط برغر
المكونات : خمة عجل • كاتش اب • ميونيز • بصل • مخلل • شرحة بندورة • خس

CHEESE BURGER عطوط برغر بالجبنه
المكونات : خمة عجل • كاتش اب • ميونيز • بصل • مخلل • شرحة بندورة • خس • جبنه

EGGS BURGER عطوط برغر بالببيض
المكونات : خمة عجل • كاتش اب • ميونيز • بصل • مخلل • شرحة بندورة • خس

DOUBLE BURGER عطوط برغر بوبل
المكونات : قطعتان خمة عجل • كاتش اب • ميونيز • بصل • مخلل • بندورة • خس

DOUBLE CHEESE عطوط برغر بوبل بالجبنه
المكونات : قطعتان خمة عجل • جبنه برغر • كاتش اب • ميونيز • بصل • مخلل • بندورة • خس

CHEESE FRIES بطاطا مع جبنه سسيش
المكونات : جبنه • كاتش اب • ميونيز • بطاطا • مخلل • شرحة بندورة

PASTRY معجنات








WHITE CHEESE جبنه بيضاء 3.5 شيكل

SWISS CHEESE جبنه صفراء 3.5 شيكل

SAMUSAC WITH MEAT سمبوسك باللحمه 4 شيكل

HOTDOG نقانق بالشطه 4 شيكل

Z'ATAR & WHITE CHEESE زغر اخضر مع جبنه بيضاء 4 شيكل

PASTRY WIH MEAT سفيحة 4 شيكل

HOTDOG نقانق




CHEESE HOTDOG نقانق بالجبنه 9 شيكل

المكونات : قطعتان نقانق • كاتش اب • ميونيز • بصل • مخلل • بندورة • جبنه نقانق

HOTDOG نقانق بصل 6 شيكل

المكونات : قطعتان نقانق • كاتش اب • ميونيز • بصل • مخلل • بندورة



SOFT DRINKS



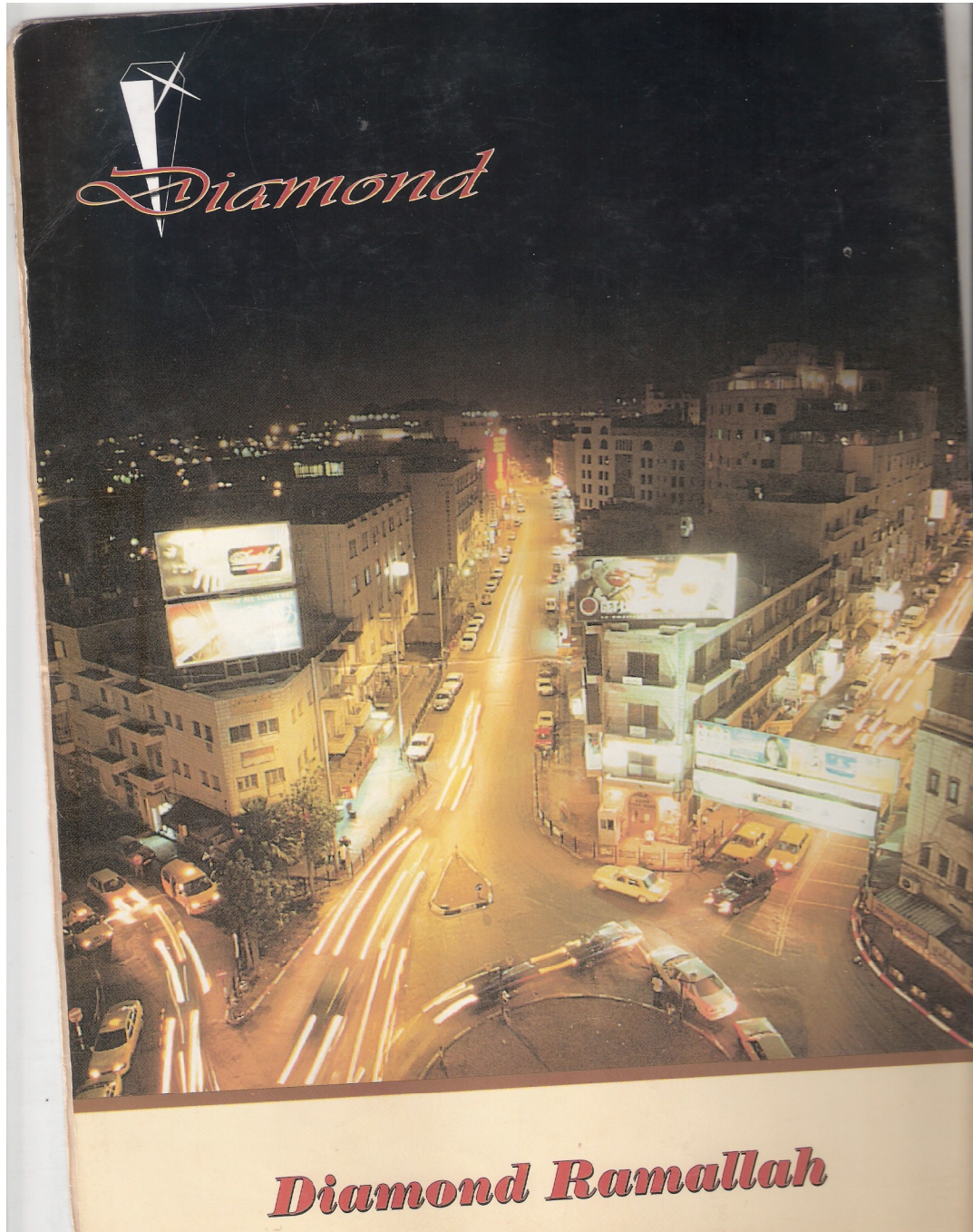



COLAS كولا - سفن - اوراخ 3 شيكل

JUICE عصير 3 شيكل

LARGE WATER مسياه (حجم كبير) 4 شيكل

SMALL WATER مسياه (حجم صغير) 3 شيكل



Soups

Lentil Soups	15
French Onion Soup	15
Fresh vegetable Soup	15
(Freekeh) wheat Soup	15
Cream and Mushroom Soup	15

Appetizers

Chicken wings	20
Smoked Salmon	35
Shrimp Cocktail	45
Fried Kubbeh	15
Safiha with meat	15
Cheese Sambousek	15
French Fries	12
Bread with garlicks	12
Hummos with fillet	35

Salads

Greek Salad	15
Caesar Salad	15
Nicoise Salad	15
Chef Salad	15
Green Vegetable Salad	15

Sandwiches

Beef Burgers (Cheeseurger)	22
Club Sandwich	25
Diamond Sandwich (grilled Chicken)	18

Meat

Fillet Steak with pepper Sauce	55
Fillet steak with mushroom sauce	55
Lamp chops	48
Super mixed grill	48
Shush leek	45
kabab	38
Escallop cordon bleu	55
Escallop veinnoise	50
Beef bekata	55

Chicken

Half Chicken (Lebanese style)	35
Grilled chicken breast	38
Stuffed chicken	38
Shish tauook	35
Chicken escallop	35
Chicken tikka (Indian Style)	38

Sea food

Dienes-mulek	58
San Peters	45
Shrimps grilled or fried	65
Salamons steak	50
Diamond sea meal (sea fruits)	70



الحساء

شورية عدس
شورية البصل الفرنسية
شورية الخضار الطازجة
شورية فريكة
شورية الفطر بالكريمة

المقبلات

أجنحة دجاج
سمك سالمون مدخن
جمبري كوكتيل
كبة مقلية
صفحة باللحمة
سمبوسك بالجينة
بطاطا مقلية
خبز بالثوم
حمص مع لحمه فيليه

السلطات

سلطة يونانية
سلطة القيصر (سيزر)
سلطة نسواز
سلطة الشيف
سلطة خضار الموسم

الساندويشات

بيف برجر (عادي، مع جينة)
كلوب ساندويش

الماسة ساندويش (دجاج مع الخضار والتوابل)

اللحوم

فيليه ستيك بالفلفل
فيليه ستيك بالمشروم
كستليتة خروف
مشاوي سويزر
شقف خروف
كباب

سكالوب كوردن بلو
سكالوب فينوار

بيف بيكاتا مرسيليا تقدم مع الخضار والبطاطا

الدواجن

نصف دجاجة على الطريقة اللبنانية
صدر دجاج مشوي مع سلطة خردل
صدر دجاج محشي بالجبن والتوابل
شيش طاووق
سكالوب دجاج

دجاج تكة على الطريقة الهندية (تقدم مع الخضار المشوي والبطاطا)

الأسماك

سمك بوري ودنيس
سمك المشط
جمبري مشوي أو مقلية
سلمون ستيك
وجبة الدياموند البحرية (فواكه البحر)

الأطباق تقدم مع الخضار والبطاطا المشوية

All the dishes served with vegetables and grilled Potatoes

Dishes served with rice

Chicken ala king	38
Beef straganouff	45
Chicken curry with vegetables	38

Italian food

Lasagne	35
fettuccini alfredo	35

Chinese food

(Beef, Chicken) Sochan	45
Chicken Sochan	38

Mexican food

(Chicken + Beef) fajitas	38
taco Shells	28

Desserts

White forest, Black forest, Cheese cake	12
Cream caramel, Fruit jelly	10
Banana split	15
Fresh fruit Salad	15
Ice cream with fruit salad	18
Mixed ice cream	15
Fresh fruit	15

Cold drinks

Cola, Sprite, fanta, Diet Cola, Diet Sprite, Soda	6
Red bull	12
Ice tea	12

Fresh Juices

Lemon, Apple, Orange, Carrots	12
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Cocktails

Cocktail with nuts	16
Tahiti Cocktail	16
Diamond Cocktail	16
Milk Shake (bananas, strawberry, vanilla, Chocolate)	15

Hot Drinks

Capuccino	8
Chococcino	8
Turkish Coffee	6
Hot Chocolate	8
Nescafe	7
Tea, Herbal tea	6
Espresso	6

Nargela

(Fachfachina, mulabas, apple, tomback ajamy)	20
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**أطباق تقدم مع الأرز**

دجاج ملوكي
بيف سترانجوف
دجاج مع الكاري والخضار

وجبات إيطالية

لازانيا بالفرن
فتوشيني الفريديو

وجبات صينية

بيف سوشان
دجاج سوشان

الوجبات المكسيكية

دجاج فهيتا
الطبق المكسيكي (تاكوشيلز)

الحلويات

وايت فورست ، بلاك فورست ، تشيز كيك
كريم كراميل ، جيلو بالفواكه
بنانا سبليت
سلطة فواكه طازجة
سلطة فواكه مع بوظة
بوظة مشكلة
فواكه الموسم

مشروبات باردة

كولا، سبرايت، فانتا، دايت كولا، دايت سبرايت، صودا
رد بول
شاي مثلج

العصائر الطازجة

برتقال، جزر، ليمون، تفاح

كوكتيلات

كوكتيل بالمكسرات
كوكتيل تاهيتي
كوكتيل الماسة
ملك شيك (موز، فراولة، فنيلا، شوكولاتة)

مشروبات ساخنة

كيتشينو
شوكو شينو
قهوة تركي
هوت شوكليت
نسكافيه
شاي ، شاي معطر
اسبرسو

نرجيلة

فخخينا، ملبس، تفاح ، عجمي

خدمة 10 % Service

شركة مطاعم بيتزا العطوط
New جديد **New جديد** **New جديد**

20 تشكن ستروغونوف Chicken stroganoff
 المكونات : دجاج بصلصة الكريمة + أرز

15 تشكن بلوز Chicken Balls
 كرات دجاج محشوة بالجبنه + بطاطا + سلطه ملفوف

روجرز Rogers

ينات : صدر دجاج محشي خضار و جبنه صفراء + بطاطا + سلطه نره + صلصة فطر + خبز

Hot Zenger حار زنجر

15 3 قطع + بطاطا
Mexican Chicken فهيئا حار

12 شرائح دجاج + خضار + صلصة مكسيكية حارة / سندوش
25 صحن فهيئا + سلطه + بطاطا + خبز

Hot Chicken Wings أجنحة دجاج حارة

10 قطع أجنحة بالصلصة + بطاطا **15**

Garlic Bread خبز ماثوم

7 قطع **10**

With Cheese **12**

10 قطع بالجبنه

من الهاتف الأرضي : Tel : 1700600100 Tel : 09-2335445/6 جوال : 233332

MAN'OUCHEH		منقوشة	
JD 0.700	lebanese thyme	ب زعفران لوزاني	
JD 0.850	thyme & labneh	ب زعفران ولبنة	
JD 500	cocktail (thyme & cheese)	ب كوكتيل (زعفران و جبنة)	
JD 1.500	white cheese	ب جبنة بيضاء	
JD 1.250	white cheese (fatteh)	ب فطيرة جبنة بيضاء	
JD 1.750	cheese & turkey (fatteh)	ب فطيرة جبنة و دجاج	
JD 1.500	kashkaval cheese	ب كاشكافان	
JD 1.700	kashkaval cheese & eggs	ب كاشكافان وبيض	
JD 0.900	labneh	ب لبنة	
JD 0.850	lamb bi cajine	ب لحم بعجين	
JD 1.000	selek (fatteh)	ب فطيرة سلق	
JD 1.000	keshk (fatteh)	ب فطيرة كيشك	
JD 2.250	kawarna	ب قورما	
JD 2.500	kawarna & eggs	ب قورما وبلدوة	
JD 1.500	soulouk & tomato	ب سلق ولبنة	
JD 1.700	soulouk & eggs	ب سلق وبيض	
JD 1.250	kafta	ب كفتة	
JD 1.850	kafta & cheese	ب كفتة و جبنة	
JD 1.500	kafta extra	ب كفتة اكسيرا	
JD 2.500	turkey extra	ب دجاج اكسيرا	
JD 1.500	hot dog	ب هوت دوج	
JD 2.750	chicken	ب دجاج	
JD 3.000	chicken rocket	ب دجاج و دجاج	
JD 2.500	roast beef	ب روست بيف	
JD 2.500	pepperoni	ب سالقي	
KAKKEN		كككة	
	labneh	ب لبنة	JD 1.350
	fetta cheese	ب جبنة فتا	JD 1.750
	kashkaval cheese	ب جبنة كاشكافان	JD 2.250
	mozzarella cheese	ب جبنة موزارلا	JD 2.250
	halloum cheese	ب جبنة هالوم	JD 2.250
	3 cheese	ب 3 اجبان	JD 2.750
	turkey	ب دجاج	JD 2.500
	chicken	ب دجاج	JD 2.750
	submarine	ب سبمازين	JD 3.000
	grilled potato	ب بطاطا مشوية	JD 1.250
	grilled potato & kawarna	ب بطاطا مشوية و قورما	JD 1.750
	tuna	ب طون	JD 2.750
	banana & honey	ب موز و عسل	JD 1.600
	chocolate	ب شوكولا	JD 1.750
	chocolate & nuts	ب شوكولا و بيض	JD 2.000
	chocolate, banana & nuts	ب شوكولا، موز و بيض	JD 2.250
	cheese knetle	ب خالفة بالجن	JD 2.500
DRINKS		مرطبات	
	soft drinks	ب مشروبات غازية	JD 0.000
	juice	ب عصير	JD 0.350 - 0.500
	labon	ب لبن	JD 0.000
	tea	ب شاي	JD 0.350
	water small	ب مياه صغيرة	JD 0.150
	water large	ب مياه كبيرة	JD 0.200



Istiklal Mall

Tel : 5652073 - 5652074

Mob. : 079/9699945 - 079/7030307

MAIN COURSES

الوجبات الرئيسية

Shawerma Chicken	2.250	شاورما دجاج (صلصة مفهوف ، خباز ، فلفل اخضر ، زيتون اسود)
Zinger	2.450	زنجير (خبز صاج ، خنس ، مخلل خيار ، كاتشب ، مايونيز)
Chicken Fajeta	2.250	فاجيتا دجاج (خبز صاج ، خنس ، مخلل خيار ، كاتشب ، مايونيز ، فلفل اخضر ، بهارات خاصة)
Beef Fajeta	2.450	فاجيتا لحم (خبز صاج ، خنس ، مخلل خيار ، كاتشب ، مايونيز ، فلفل اخضر ، بهارات خاصة)
Beef Burger	1.750	بيف برغر (كاتشب ، مايونيز ، خنس ، بندورة ، مخلل خيار)
Beef Burger Double	2.750	بيف برغر دبل (كاتشب ، مايونيز ، خنس ، بندورة ، مخلل خيار)
Beef Burger with Cheese	2.000	بيف برغر مع جبنة (كاتشب ، مايونيز ، خنس ، بندورة ، مخلل خيار)
Beef Burger with Eggs	2.250	بيف برغر مع بيض (كاتشب ، مايونيز ، خنس ، بندورة ، مخلل خيار)
Chicken Burger Double	3.250	برجر دجاج دبل (كاتشب ، مايونيز ، خنس ، بندورة ، مخلل خيار)
Chicken Burger with Cheese	2.000	برجر دجاج مع جبنة (كاتشب ، مايونيز ، خنس ، بندورة ، مخلل خيار)
Chicken Burger	1.850	برجر دجاج (كاتشب ، مايونيز ، خنس ، بندورة ، مخلل خيار)
Brusted Chicken	2.600	بروستد دجاج (صلصة دجاج بالقرشلة ، خبز)
Farrouj Grilled	5.500	فروج مشوي (صحن مشكل بالخباز ، مخلل خيار)
1/2 Farrouj	3.500	نصف فروج مشوي (صحن مشكل بالخباز ، مخلل خيار)
Shawarma	1.750	شاورما السمك (خبز صاج ، مخلل خيار ، بهارات خاصة)

(All Sides) (جميع الاطباق تقدم مع البطاطا والمشروب الغازي)

Large	5.000	بيتزا الخمائل (صلصة البيتزا ، نوعين جبنة ، فلفل اخضر ، زيتون اسود)
Small	3.250	بيتزا الخمائل (صلصة البيتزا ، نوعين جبنة ، فلفل اخضر ، زيتون اسود)
Sausage	3.250	بيتزا السجق (صلصة البيتزا ، نوعين جبنة ، لحمه المسحق اللبناني)
Large	6.000	بيتزا مارجرينا (صلصة البيتزا ، نوعين جبنة ، زيتون اسود)
Small	3.500	بيتزا مارجرينا (صلصة البيتزا ، نوعين جبنة ، زيتون اسود)
Margheritta	3.500	بيتزا مارجرينا (صلصة البيتزا ، نوعين جبنة ، زيتون اسود)
Large	4.000	بيتزا الدجاج (صلصة البيتزا ، نوعين جبنة ، دجاج ، زيتون اسود)
Small	2.750	بيتزا الدجاج (صلصة البيتزا ، نوعين جبنة ، دجاج ، زيتون اسود)
Chicken	2.750	بيتزا الدجاج (صلصة البيتزا ، نوعين جبنة ، دجاج ، زيتون اسود)
Large	6.000	بيتزا بالاحمة (صلصة البيتزا ، نوعين جبنة ، لحمه ، دجاج ، زيتون اسود)
Small	3.500	بيتزا بالاحمة (صلصة البيتزا ، نوعين جبنة ، لحمه ، دجاج ، زيتون اسود)
Beef Pizza	3.500	بيتزا بالاحمة (صلصة البيتزا ، نوعين جبنة ، لحمه ، دجاج ، زيتون اسود)
Large	6.000	بيتزا بالجيري (صلصة البيتزا ، نوعين جبنة ، جمري صغير ، دجاج ، زيتون اسود ، مشروم)
Small	3.500	بيتزا بالجيري (صلصة البيتزا ، نوعين جبنة ، جمري صغير ، دجاج ، زيتون اسود ، مشروم)
Shrimps Pizza	3.500	بيتزا بالجيري (صلصة البيتزا ، نوعين جبنة ، جمري صغير ، دجاج ، زيتون اسود ، مشروم)
Large	6.500	بيتزا بالجيري (صلصة البيتزا ، نوعين جبنة ، جمري صغير ، دجاج ، زيتون اسود ، مشروم)
Small	4.000	بيتزا بالجيري (صلصة البيتزا ، نوعين جبنة ، جمري صغير ، دجاج ، زيتون اسود ، مشروم)



S a l a d s سلطات

Honey mustard	22	سلطة الدجاج
Chicken Salad		بالعسل والخردل
Greek Salad	13	السلطة اليونانية
Grilled	22	سلطة الدجاج
Chicken Salad		

أجنحة دجاج حارة Hot Buffalo Chicken Wings

10 wings	14	أجنحة ١٠
20 wings	28	جناح ٢٠
30 wings	42	جناح ٣٠

Sides أطباق جانبية

French Fries	5	تشيبس
Roasted Potatoes	5	بطاطا بروسست
Coleslaw	5	سلطة الكرنب

Drinks مشروبات

Cola	3	كولا
Juice	3	عصير

Fried Chicken دجاج بروسست

2 Piece meal	13	وجبة من قطعتين
3 Piece meal	19	وجبة من ٣ قطع
10 Piece meal	26	وجبة من ٤ قطع
8 Pieces	44	وجبة من ٨ قطع
(family meal)	52	(وجبة عائلية)

تقدم مع البطاطا والخيز وسلطة الكرنب
Served with Potatoes, bread, coleslaw

Burgers لحوم

Hamburger	9	هامبورغر
Cheeseburger	11	هامبورغر بالجبن
Double Burger	16	هامبورغر مزدوج

ديلوكس مع بطاطا وسلطة الكرنب
Deluxe served with fries and coleslaw
+ شيف 2 ل

Sandwiches/Subs ساندويشات

Shishtawok Sub	11	شيش طاووق
Grilled Chicken	11	دجاج مشوي
Honey mustard	11	دجاج مع العسل والخردل
Chicken sand.		
BBQ Chicken	11	دجاج باربيكو
Shishtawok Dinner	22	شيش طاووق دينر

ديلوكس مع بطاطا وسلطة الكرنب
Deluxe served with fries and coleslaw
+ شيف 2 ل



HUT

Beef Dishes	J.D	أطباق اللحوم
35 - Crispy Beef Green Pepper Onion	3.700	٣٥ - لحم مقرمش مع الفلفل والبصل
36 - Mongolian Beef	3.800	٣٦ - لحم مانغوليان
37 - Beef with Celery	3.500	٣٧ - لحم مع السلري
38 - Curry Beef	3.500	٣٨ - لحم مع الكاري
39 - Chili beef & Green Beans	3.500	٣٩ - لحم مع الفلفل الحار والفاصوليا الخضراء
40 - Beef with Cashew Nut	4.400	٤٠ - لحم مع الكاشو
41 - Beef with Broccoli	3.800	٤١ - لحم مع البروكلي
42 - Sweet and Sour Beef	3.500	٤٢ - لحم مع صوص الحامض حلو

Rice Dishes	J.D	أطباق الأرز
43 - Steamed Rice	1.500	٤٣ - أرز على البخار
44 - Vegetable Fried Rice	2.200	٤٤ - أرز مع الخضار
45 - Egg Fried Rice	2.300	٤٥ - أرز مع البيض
46 - Chicken Fried Rice	3.200	٤٦ - أرز مع الدجاج
47 - Szecheun Fried Rice	3.000	٤٧ - أرز سشوان
48 - Hong Kong Fried Rice	3.500	٤٨ - أرز هونغ كونغ
49 - Shrimp Fried Rice	4.700	٤٩ - أرز مع الجمبري

Noodles Dishes	J.D	أطباق النودلز
50 - Hakka Vegetable Noodles	2.400	٥٠ - نودلز مع خضار هكا
51 - Noodles with Chinese Mushrooms	2.800	٥١ - نودلز مع الفطر الصيني
52 - Chicken noodles with Celery	3.800	٥٢ - نودلز دجاج مع السلري
53 - Beef Noodles with Mushrooms	3.800	٥٣ - نودلز مع اللحم والفطر
54 - Seafood Noodles (kwei teo)	4.800	٥٤ - نودلز مع المأكولات البحرية
55 - Oishi Noodles (Shrimps, chicken, beef, mushrooms & vegetables)	5.500	٥٥ - نودلز اويشي (جمبري، دجاج، لحم، خضار، فطر)

Drinks	J.D	المشروبات
56 - Orange Juice	1.300	٥٦ - عصير البرتقال
57 - Lemon Juice	1.300	٥٧ - عصير الليمون
58 - Banana Juice	1.200	٥٨ - عصير الموز
59 - Melon Juice	1.400	٥٩ - عصير الشمام
60 - Strawberry Juice	1.500	٦٠ - عصير الفراولة
61 - Ice tea with Fresh Lemon & Mint	1.500	٦١ - شاي مع نعنع والليمون
62 - Green Tea (Hot)	1.200	٦٢ - شاي أخضر (ساخن)
63 - Green Tea (Cold)	1.200	٦٣ - شاي أخضر (بارد)
64 - Lipton Tea in Pot	1.200	٦٤ - شاي ليبتون (ابريق)
65 - Soft Drink (S)	0.600	٦٥ - مشروبات غازية (صغير)
66 - Soft Drink (L)	1.200	٦٦ - مشروبات غازية (كبير)
67 - Slush	0.400	٦٧ - عصير فواكه مثلج
68 - Lemon Soda	1.200	٦٨ - ليمون مع الصودا
69 - Turkish Coffee	1.000	٦٩ - قهوة تركي
70 - Tea with Mint (Hot)	1.200	٧٠ - شاي مع نعنع (ساخن)
71 - Tea with Mint (Cold)	1.200	٧١ - شاي مع نعنع (بارد)
72 - Water	0.400	٧٢ - مياه معدنية

Appetizers

	J.D
1 - Vegetable Spring Rolls	2.200
2 - Chicken Spring Rolls	2.600
3 - Beef Dumplings	2.600
4 - Fried Shrimps Wonton	2.700
5 - Chicken Balls	3.500
6 - Drums of Heaven	3.500
7 - Butterfly Prawns	3.600
8 - Mixed Salad	2.000

- ١ - سيرنج رول بالخضار
- ٢ - سيرنج رول دجاج
- ٣ - عجيين بالحمة
- ٤ - جمبري مع ون تون
- ٥ - كرات الدجاج
- ٦ - دجاج قطع مقلية
- ٧ - جمبري الفراشه
- ٨ - سلطة

Soup

	J.D
9 - Chicken Corn Soup	2.800
10 - Wonton Soup	2.800
11 - Vegetable Soup	2.500
12 - Hot and Sour Soup	2.800
13 - Sea Food Soup	3.900

الشوربات

- ٩ - شوربة الدجاج مع الذرة
- ١٠ - شوربة ون تون
- ١١ - شوربة خضار
- ١٢ - شوربة حار وحامض
- ١٣ - شوربة مأكولات بحرية

Chicken Dishes

	J.D
14 - Sweet and Sour Chicken	3.500
15 - Chicken with Szechuen Sauce	3.600
16 - Chicken with Chinese Mushrooms	3.600
17 - General Tsao's Chicken	3.700
18 - Chicken in Black Beans Sauce	3.700
19 - Chicken Soya Sauce	3.500
20 - Chicken With Cashew Nuts	4.400
21 - Chicken with Broccoli	3.800
22 - Curry Chicken	3.500

اطباق الدجاج

- ١٤ - دجاج مع صوص حامض حلو
- ١٥ - دجاج مع صوص الششوان
- ١٦ - دجاج مع الفطر الصيني
- ١٧ - دجاج جزال تساوس
- ١٨ - دجاج مع صوص الفاصوليا السوداء
- ١٩ - دجاج مع الصويا صوص
- ٢٠ - دجاج مع الكاشو
- ٢١ - دجاج مع البروكلي
- ٢٢ - دجاج مع الكاري

Sea Food Dishes

	J.D
23 - Sweet and Sour Fish	4.800
24 - Fish with Black Pepper Souce	4.800
25 - Shrimps with Soya & Green Onion	6.500
26 - Shrimps with Cashew Nut	7.000
27 - Sea Food with Mushroom	4.900
28 - Deep Fried Sea Food	5.800
29 - Kung po Calamari	5.800

أطباق المأكولات البحرية

- ٢٣ - هامور مع صوص حامض حلو
- ٢٤ - هامور مع صلصة الفلفل الاسود
- ٢٥ - جمبري مع صويا والبصل الاخضر
- ٢٦ - جمبري مع الكاشو
- ٢٧ - مأكولات بحرية مع الفطر والخضار
- ٢٨ - مأكولات بحرية مقلية
- ٢٩ - كاليماري على طريقة كونج بو

Tropian a la carte menu

المقبلات	المقبلات
Scottish Smoked Salmon	سمك السلمون مدخن
Seafood in Puff Pastry	مطبوخ بحرية باستايف البحر
Chef's Patà	الخبز الخفيف
Escargots	القمح
Soups	الشوربة
Cream Princess	شوربة الدجاج بالكريمة والاسبرج
Gaspatcho Andalouse	شوربة طماطم باردة بالأرز
Salads	السلطات
Seasonal Salad	سلطة الموسم
Waldorf Salad	سلطة البرتقال والتفاح
Main Courses	الأطباق الرئيسية
Filet Steak with Pepper sauce	فيليه فليه بقوي بالتفاح
Grilled Salmon Steak Basil Sauce	فيليه سمك سالمون مشوي بالريحان
Medallions of Veal with Mushrooms	فيليه لحم البقر بعيش الفولج
New York Steak	شوكوت مع زبدة
Cafè d Paris	فليه دى بارى
Wiener Schnitzel	شرايح بطوطه بايه " فيولان "
Rack of Lamb with Herbs	شرايح لحم ضانى بالخضار
Desserts	الحلويات
Coupe Belle Helene	حلويات بالكشري وشرب الشيكولاته
Black Forest Cake	كارت بلاك فورست
Napoleon Slices	كارتو تاتلون
Fruit Tarts	كارت الوالاه
Coffee	قهوة تركية

Oriental a la carte menu

المقبلات	المقبلات
Rokak	رقاق باللحم المفروم
Kobeba with Yoghurt Salad	كوبية مع سلطة الزبادى
Shakshouka	شكشوكة
Soups	الشوربة
Bandura, tomato soup	شوربة الطماطم
Lentil soup	شوربة العدس
Salads	العدس
Fatoush salad	سلطة فتوش
Tehina	سلطة الطحينية
Main Courses	الأطباق الرئيسية
Kebab and Kofta	كباب وكفتة
Shish Taouk	دجاج مشوى على السبخ
Oriental Shrimp	جسرى على الطريقة الشرقية
Turkey Khalta	دجاج روسى مع أرز بالخلطة
Shish kebab	كباب مشوى على السبخ
Fish Sayadia	كباب صيدانية
Desserts	الحلويات
Om Ali	م على
Oriental pastry	حلويات شرقية
Fruit Salad	سلطة الفواكه
Mehlabia	مخابية
Turkish Coffee	قهوة تركية

Prosciutto di Parma e Melone	بروحام بالشمام
Parma ham served with fresh melons or figs in season	شرائح اللحم المقدخ مقدم مع الشمام الفرنسي أو التين في الموسم
Cocktail di gamberi	حشيري كوكتيل
Mediterranean Shrimps topped with cocktail sauce	حشيري البحر الأبيض المتوسط
Minestra E Pasta	الشوربة
Zuppa del Giorno	شوربة اليوم
Minestrone	مينستروني
Zuppa Conti	شوربة كوكتي
Lasagne Verdi	اللازانيا
Spaghetti alla carbonara	سباغيتي كاربونارا
Cannelloni al Forno	كانتيلوني
Pizzas	البيتزا
Pizza alla Napoletana	بيتزا نابوليتانا
Topped with tomatoes, mozzarella cheese, olives, anchovies and oregano	قطائر البيتزا مع الطماطم والجبن الإيطالي والزيون والأنشوجة ومعطى بالزعتر
Pizza con I Funghi	بيتزا فونغي (عش الفراب)
With tomatoes, mushrooms, mozzarella cheese and oregano	قطائر البيتزا مع الطماطم وعش الفراب والعين الإيطالي ومعطى بالزعتر
Pizza marinara	

قائمة حسب الطلب ايطالية (1) Italian a la carte menu

Coffee Cream	كريمة بكمية القهوة
Yacherin : Ice cream with Mering and Fruit Topping	فاشران : كيك متح بالارنج والاييس
Tea or Coffee	كريم
Orange Juice	ومعطي بمصاصة الفواكة
Lemonade	شاي - قهوة
Coca Cola and Seven Up	حشيري برتقال
Planter's Punch	حشيري ليمون
	كوكاكولا - سف اب
	لانترز بيتش
Appetizers	فناج الشعبية
Antipasti Misti	مزدة ايطالي
Slices of salami, smoked ham, various salads, artichokes, garnished with olives radish and egg	شرائح السلامي والهام مدخن وسلطات مختلفة مع خرشوف بالزيون والبيض
Crostino di Pomodoro al Formaggio	بيض على الطريقة الإيطالية
Scrambled eggs on toast	بيض مخفق على شرائح التوست
Covered with tomato concasse and strained with emmenthaler cheese	المحمر مغطاة بالطماطم وشرائح الجبن

Piatto alla brace	مقدم مع بطاطس محمرة والمخللات
Scampi alla Griglia	بطاطس الاجرلسى
plumbo prawns on a skewer	سكامبي الاجرلسيا
Served on a bed of rice.	جسرى كبير مشوى مقدم مع أرز
Intercista alla	الترلكوسيا
Maggiordomo	الماججوردومو
Stron steak grilled to order	سترون ستيك مشوى بالطبخ مقدم
Served with maitre d'hotel	مع زبدة مترو دونوتيل و بطاطس محمرة
Butter and french fries	يوليو الايطيانيو
Pollo alla Cacciatora	شراخ الفراخ الطازجة بصلمة البنيو
Tender chicken pieces in a red	الأحمر مع الطماطم والبصل
Wine sauce with oregano, onion,	والزيتون والثوم مقدم مع مكرونة
Olives and garlic, served with	ساجنى.
Spaghetti.	بيكاتا ميلانيو
Piccata Milanese	سكالب البتو الأبيض مع جنينة
Veal escalopes, dipped in egg	البارمزان محمر بالزبدة مقدم مع
And parmesan cheese, fried in	مكرونة اساجنى بصلمة البيازولا
Butter served on spaghetti with	فريتو مستقودى، طلاء
Pizzaiola sauce.	سختارات من فواكه البحر المحمرة مقدم
Fritto Misto di Mare	معها الحماض المحمر وصلمة الترتار
Various seafoods, crumbed and	اسيسيلك
Deep fried, served with french fries	سالتيبيوكا الأوماجنا
And tartare sauce.	سكالب البتو مع شراخ البارمهام
Specialita	
Saltimbocca alla Romana	
Veal escalopes and pama ham,	
spiced	

With tomatoes, capers, shrimps	بيتزا هارنيا
olives, mozzarella cheese and oregano	عطائر البيتزا بالسلاى والأشوجة
Pizza Salamella	والزيتون معطى بالجنين والزعت
With salami, anchovies, olives,	بيتزا سالاملا
mozzarella cheese and oregano	عطائر البيتزا بالسلاى والأشوجة
El Patio Special Pizza	والزيتون معطى بالجنين والزعت
With salami, mushrooms,	عطائر الشيتزا بالسلاى وعض الغراب
anchovies, shrimps, olives,	بيتزا سيشيل (باتفو)
mozerella cheese and organo	عطائر الأشوجة والجمبرى والزيتون
Sandwiches	معطى بالجنين والزعت
The club sandwich	السندووتشات
A triple decher with chicken,	كروب سندوتش
Eggs, bacon, lettuce and tomato	ثلاث طوابق من شراخ الفراخ
Served with french fries and	البيض والبيكون والحنس والطماطم
Pickles.	مقدم مع بطاطس محمر والمخللات.
Nero's Favourite	جروس فانوريت
Italian bread with roastbeef,	شراخ لحم الروبف مع العجى الايطالى
Tomatoes and cucumber, served	والطماطم والبقر مقدم مع البطاطس
With french fries and pickles.	والمخللات
The Sicilian	سيسيليان
Italian bread with tunafish, eggs,	شراخ سمك التونة مع الخبز
Onions and tomato served with	الايطالى والبيض والبصل والطماطم
french fries and pickels	

بالخبز المغزى بازبد مقدم مع أرز بالزعفران . <u>أوسو بوكو</u> المسامة البتلو مطهية بالصوصل مع طماطم وبتونس رونيو تلي دي، اتيللو الأفيوروسو كلوى سوتيه بعض الغراب والبصل مع صلصة النبي الأحمر مقدم مع الأرز	With sage, panfried in butter served With saffron rice. <u>Ossu Buco</u> Veal shanks cooked in a tasty sauce With tomatoes and herbs. <u>Rognone di Agnello al Vino Rosso</u> Lamb Kidneys sauteed with Mushrooms and onion, finished With a touch of red wine, served With rice <u>Cistolette di Vitello Raffaele</u> Veal Cutlets fried in Butter, Served on spaghetti topped with Pizzaiola sauce. All main courses are served With a fresh garden swalad. <u>Dolci E Gelati</u> Macedonia col Gelato Charlotte a la Russe Mulk Shake Banana Split Cream Caramel Fruita di stagione (Fresh fruit) Pastucceria (From the pastry	الخبز المغزى بازبد مقدم مع أرز بالزعفران . أوسو بوكو المسامة البتلو مطهية بالصوصل مع طماطم وبتونس رونيو تلي دي، اتيللو الأفيوروسو كلوى سوتيه بعض الغراب والبصل مع صلصة النبي الأحمر مقدم مع الأرز كوستو تلي دي، فيتيلوروفانييل ريش البتلو المحصرة في الزبدة مقدم مع المكرونة الاسباجيتي وصلصة البيتزا يولا كل الأطباق الرئيسية مقدم معها السلطات الخضراء الطازجة . دولسي والجيلاتي ملاطه الفواكه بالآيس كريم شاروت على الطريقة الروسية بن مخفوق باتاتا سيليت كريم كارامل فواكه طازجة
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Hot Beverages	المشروبات الساخنة
Tea	شاي
Nescafe	نيسكافيه
American Coffee	قهوة أمريكاني
Refreshments	برطبات
Large Orange Juice or Lemonade	عصير برتقال أو ليمون كبير
Coca or ٧ up	كوكاكولا أو سفن آب
Mineral water ٠,٥ LTR	مياه معدنية (٠,٥ لتر)
Mineral water ١,٥ LTR	مياه معدنية (١,٥ لتر)
Tomic, Soda , Perrier	تومك - صودا - بيريه

ما تختاره من عربية الطوى

المشروبات الساخنة

شاي

نيسكافيه

قهوة أمريكاني

برطبات

عصير برتقال أو ليمون كبير

كوكاكولا أو سفن آب

مياه معدنية (٠,٥ لتر)

مياه معدنية (١,٥ لتر)

تومك - صودا - بيريه

CHINESE A LA CARTE MENU

تابع قائمة طعام المؤكلات الصينية

Sauted Broccoli with Oyster sauce 20.00
بروكولي مقلي مع الثوم وصلصة بحار البحر
جنيه ٢٠.٠٠

DESSERTS

Fritters Banana 10.00
جنيه ١٠.٠٠
شرايح الموز القلبي مع المسك

Fritters Apple 10.00

جنيه ١٠.٠٠
شرايح التفاح القلبي مع آيس كريم الفانيليا

Fritters Pineapple 10.00

جنيه ١٠.٠٠
شرايح الاناناس القلبي مع آيس كريم الفانيليا

Walnut Pudding 10.00

جنيه ١٠.٠٠
بودنج عين الجمال

Chilled Lychees 25.00

جنيه ٢٥.٠٠
فاكهة صينية (ليشي)

ترجاء اضافة ١٢ خدمة + ١.٥ ضريبة مبيعات

Please add 12% Service Charge + 5% Sales Tax.

CHINESE A LA CARTE MENU

تابع قائمة طعام المؤكلات الصينية

RICE AND NOODLES
Fried noodles with Seafood 22.00
جنيه ٢٢.٠٠
نودلز مقليه مع فواكه البحر

Fried noodles with shredded beef, 22.00
جنيه ٢٢.٠٠
نودلز مقليه مع شائح اللحم البقري

Fried rice with Chicken 12.00

جنيه ١٢.٠٠
أرز مقلي مع الدجاج

Yang Zhou fried rice 12.00

جنيه ١٢.٠٠
أرز مقلي على طريقة ياغ زو

VEGETABLES

Stir fried vegetables with Garlic sauce 17.00

جنيه ١٧.٠٠
خضروات الموسم بصلصة الثوم

Asparagus with Chicken sauce 20.00

جنيه ٢٠.٠٠
اسبارجوس مقلي مع صلصة الدجاج

CHINESE A LA CARTE MENU

قائمة طعام المؤكلات الصينية

المقبات	APPETIZERS
عش الغراب البرى مقلى	Deep Fried black mushrooms
18.00	جنيه ١٨.٠٠
لنائف صينية محشوة بالخضار واللحم	Chinese spring rolls
12.00	جنيه ١٢.٠٠
رقائق مقليه بلحم الجمبرى	Deep fried Prawns crackers
12.00	جنيه ١٢.٠٠
نودلز على الطريقة الصينية مع اللحم المفروم	Chinese noodles with minced beef
16.00	جنيه ١٦.٠٠
الطهورية	SOUP
شوربه الاعشاب والبهارات الحارة على طريقة سيتوان	Hot and sour soup Sichuan style
10.00	جنيه ١٠.٠٠
شوربه نواع البحران مع مكعبات الجمبرى	Shrimp balls in clear soup
17.00	جنيه ١٧.٠٠

CHINESE A LA CARTE MENU

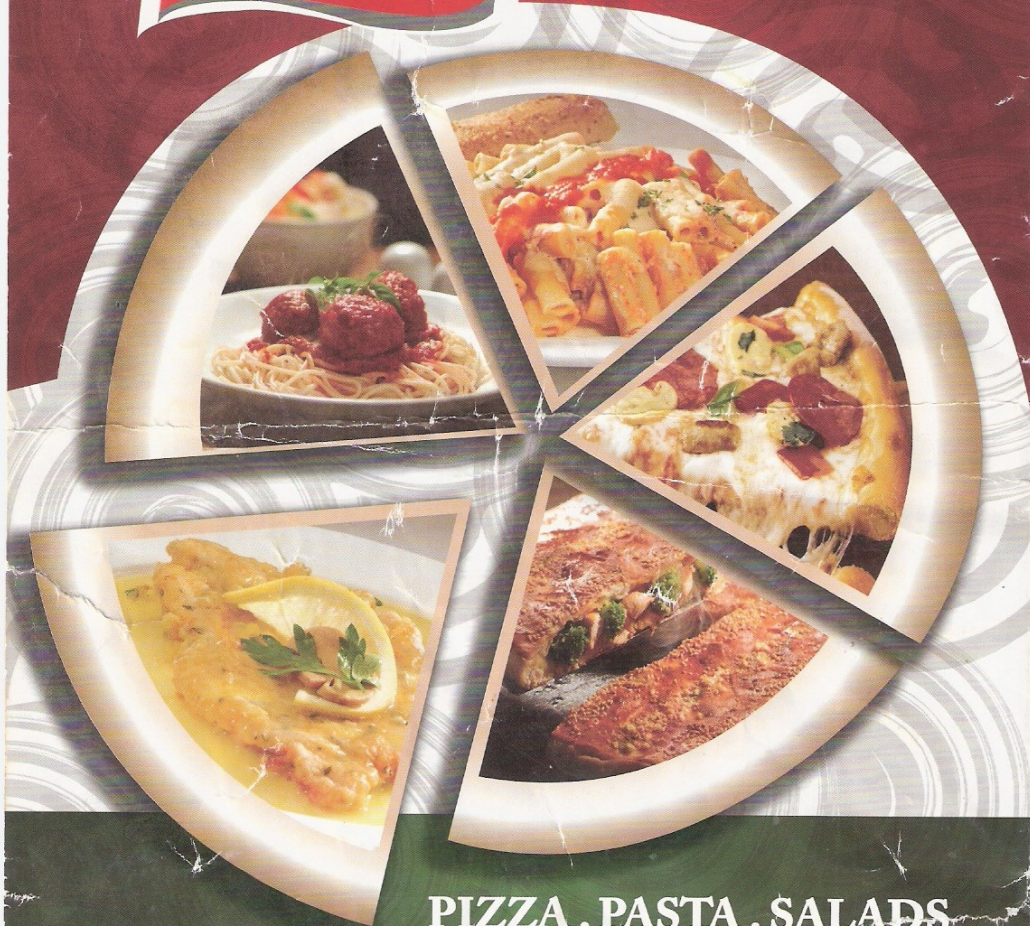
تابع قائمة طعام المؤكلات الصينية

شوربه المأكولات البحرية مع الكابوريا	Seafood soup with crab meat
17.00	جنيه ١٧.٠٠
شوربه الجمبرى مع النودلز الصينية	Shrimps soup with Chinese noodles
17.00	جنيه ١٧.٠٠
شوربه الدجاج مع الكرب على طريقة سيتوان	Chicken soup Sichuan style
10.00	جنيه ١٠.٠٠
فواكه البحر	SEAFOOD
إستاكوزا مقليه مع الكاشيوت	Stir fried Lobster with cashew nuts
80.00	جنيه ٨٠.٠٠
إستاكوزا مجمله بالاعشاب فى القدر	Fresh Lobster with herbs sauce in pot
80.00	جنيه ٨٠.٠٠
جمبرى مع الكاشيوت	Prawns with cashew nuts
58.00	جنيه ٥٨.٠٠

+16% TAX



Fresh Italian Cooking



PIZZA . PASTA . SALADS

Mecca Mall .. City Mall .. al-Barakah Mall
Mecca Mall Extention

Delivery 06/5822244 0777992244



Chicken Francese

Chicken breast covered with Romano cheese and lemon sauce with slices of mushroom and parsley served alone or with rice

دجاج الفرانثيز

صدر الدجاج مع الجبنة الرومانو وصلصة الليمون مع شرائح المشروم والبقدونس يقدم منفرد أو مع الأرز.

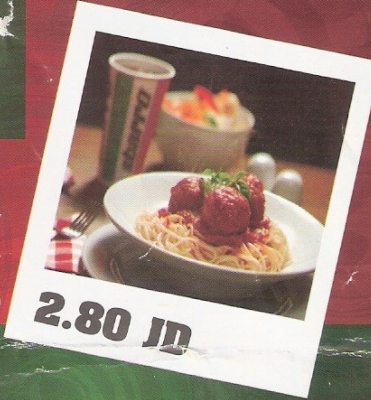
2.80 JD

MeatBalls With Rice or Spaghetti

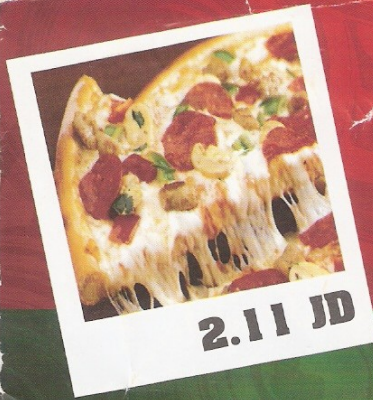
Our famous Sbarro meat balls with Romano cheese , garlic , parsley , bread and our Italian spices

كرات اللحم مع الأرز أو الاسباجيتي

كرات سبارو الشهيرة المكونة من اللحم مع الجبنة الرومانو والثوم والبقدونس والخبز المحمص والبهارات الإيطالية.



2.80 JD



Traditional & Pan Pizza

Sbarro Pizza dough, Mozzarella Cheese mixed with Romano and Delicious Sbarro tomato Sauce

البيتزا الإيطالية التقليدية أو السميقة

عجينة سبارو التقليدية أو السميقة المضاف إليها جبنة الموزريلا والرومانو وصوص طماطم سبارو اللذيذ

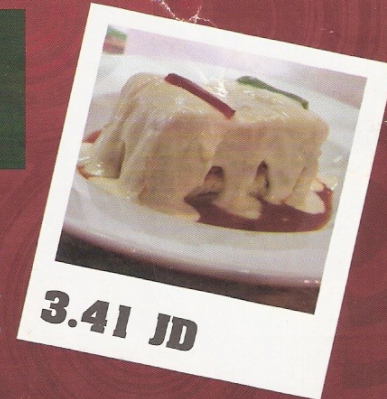
2.11 JD

Meat Lasagna

Layers of Pasta with Meat , Ricotta , Mozzarella & Romano Cheese Cooked in Tomato & Ragu Sauce

اللازانيا باللحم

عدة طبقات من المعكرونة واللحم وجبنة الريكوتا الفرنسية وجبنة الموزريلا وجبنة الرومانو مطبوخة في صوص الراجو



3.41 JD



GOOD is ...
Extra Juicy. **CRUNCHY,**
Freshly Prepared Chicken

13.79
JD

١٦ قطعة دجاج
١ بطاطا عائلي + ١ بطاطا ماش
١ كول سلو عائلي + ٦ خبز تكساس
١,١٢٥X٢ ليدر كولا

16^{PC} Chicken

1 large Fries + 1 Mashed Potatoes
1 Cole Slow + 6 Biscuites
& 2 x 1.125 Liter Drink



7.99
JD

Spicy
OR
Original



٨ قطع دجاج

١ بطاطا عائلي + ١ بطاطا ماش عائلي
١ كول سلو + ٣ خبز تكساس + ١,١٢٥ ليدر كولا

8^{PC} Chicken

1 large Potatoes + 1 large Mashed Potatoes
1 Cole Slow + 3 Biscuites + 1.125 Liter Drink

يضاف صبرية مبيعات



خدمة التوصيل 5 5 5 1 6 7 5





2.19

Combo 1

٣ نندر + بطاطا وسط + خبز تكساس + كولا
3 Tender Pc + Med Fries + Biscuites + Drink

2.19

Combo 2

٢ قطع دجاج + بطاطا وسط + خبز تكساس + كولا
2 Pc + Med Fries + Biscuites + Drink

Spicy Chicken
سبايسي تشيكن

2.50



بطاطا وسط + كولا
Med Fries + Drink

Fish Filet Sandwich
ساندويش سمك فيليه

2.25



بطاطا وسط + كولا
Med Fries + Drink



إن العلامة التجارية تكساس تشيكن مملوكة عالميا من شركة "أركابتا انك" الإسلامية



خدمة التوصيل 5671555 Delivery

الاستقلال مول: ٥٠٥٥٠٠٠ / الشمساني مول: ٥٦٧١٥٥٥
Istiklal Mall: 5055000 / Shmasani Mall: 5671555



2.76 JD

Stuffed Pizza

Sbarro Dough stuffed with Mozzarella and Romano cheese fully covered with different fillings (Chicken, Supreme & Vegetable) and baked in our oven

البيتزا المحشية

عجينة سبارو المحشية المضاف إليها الموزريلا مخبوزة ومغطاة بالكامل تأتي بعدة حشوات (الدجاج، السوبريم والخضار)

Stromboli

Sbarro Dough roll, with Mozzarella & Romano Cheese baked in different fillings (Chicken, Meat) Sausage and Pepperoni)

استرومبولي

عجينة سبارو الملفوفة المضاف إليها جبنة الموزريلا والجبنة الرومانو والسوسيس محشوة بالدجاج أو اللحم أو البيروني



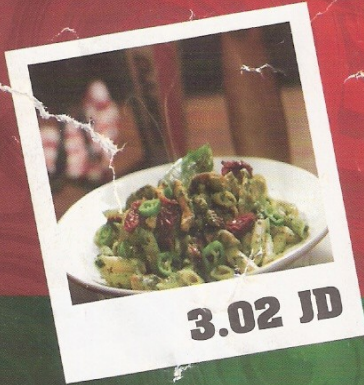
2.80 JD

Chicken Pesto

Penne Pasta mixed with Basil , Alfredo Sauces & Sundry Tomato with a little spice covered by Seasoned Chicken Breast

دجاج البيستو

معكرونة البيستو مع صلصة الريحان وصوص الفريديو والطماطم الجففة مع قليل من الفلفل وشرائح من الدجاج بالتوابل.



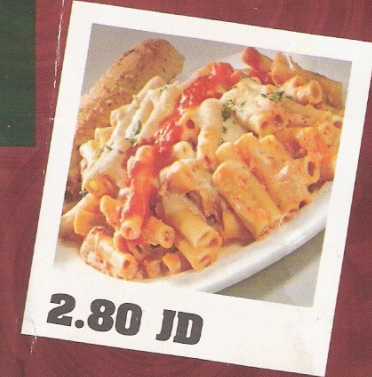
3.02 JD

Baked Ziti

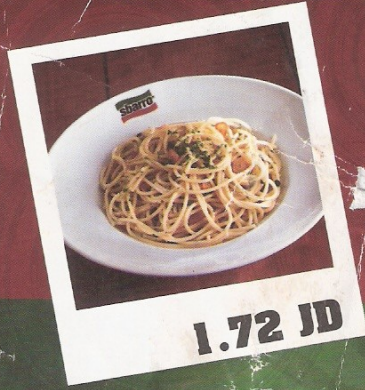
Ziti Pasta with Ricotta , Romano Cheese & Tomato Sauce Topped with Mozzarella Cheese

البيكد زيتي

معكرونة الزيتي مع جبنة الريكوتا الفرنسية وجبنة الرومانو وصوص الطماطم مغطاة بالجبنة الموزريلا



2.80 JD



1.72 JD

Spaghetti

Our special Sbarro Spaghetti cooked in garlic and olive oil comes with our special Ragu sauce.

الاسباجيتي

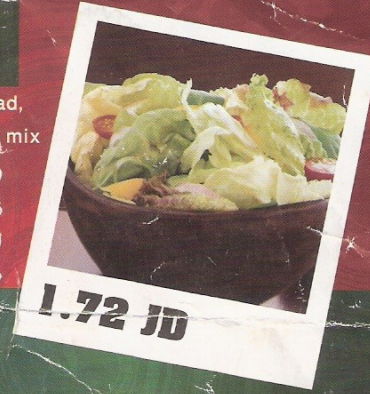
اسباجيتي سبارو الشهير المطبوخ بزيت الزيتون والتوابل مضاف إليه صوص الراجو الخاص بسبارو.

Salad

Sbarro delicious and fresh salads (coleslaw, Russian Salad, potato salad, Greek Salad, Pasta Salad, Caesar salad and mix salads)

سلطة

مجموعة من سلطات سبارو الطازجة مثل اليونانية، الروسية، الكولسلو، سلطة البطاطا، سلطة الباستا، سلطة السيزار أو سلطة مشكولة.



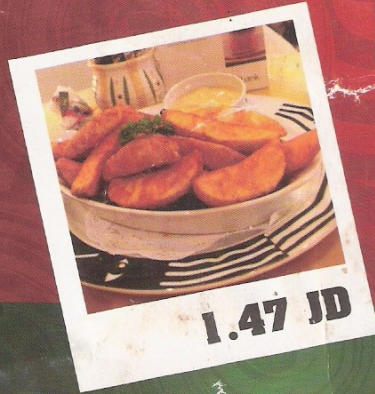
1.72 JD

Potato Wedges

Fresh potato slices mixed with sweet or hot paprika and Sbarro special spices baked in our ovens in healthy way

بطاطا ودجز

شرائح من البطاطا الطازجة التي تخضر يومياً والتي يتم خلطها في مجموعة من بهارات سبارو المختارة والبيركا الحلوة أو الحارة والتي يتم شويها في أفراننا بطريقة صحية



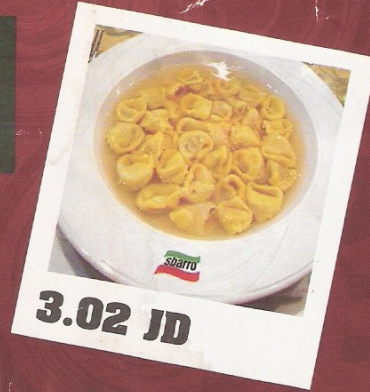
1.47 JD

Tortellini

Tortellini pasta stuffed with ricotta cheese & covered with Alfredo sauce and mushrooms sliced

تورتوليني

معكرونة التورتوليني المحشوة بجبنة الريكوتا الفرنسية والمغطاه بصوص الفريديو والفطر المقطع



3.02 JD





Call
5530
HOT & F

GOURMET PIZZA جور حيه



Chicken Trio
تشيكين تريو



Super Deluxe
سوبر ديلوكس



Double Pepperoni
دوبل بيبروني

دجاج بايبيكو
هاوايان بيتزا

BBQ Chicken
Hawaiian

بيتزا الدجاج بزبدة الثوم
ميديتراييان دجاج

Garlic Butter Chicken
Mediterranean Chicken

Medium 5.25 | Large 7.50 | Family 9.50

CLASSIC PIZZA كلاسيك



Double Cheese
دوبل تشيز



Vegetarian Classic
بيتزا الخضراوات كلاسيك

Turkey & Mushroom
ديك رومي وفطر

Mediterranean Veggie
ميديتراييان خضار

Medium 5.25 | Large 7.50 | Family 8.50

Pizza Style بيتزا ستايل



Extreme Crust Pizza
أطراف محشوة بالجبنة والنقانق والتبركي



Extra Loaded Pan Pizza
عجينة سميقة ومقرمشة



Cheese Crust Pizza
أطراف محشوة بجبنة الموزاريلا



"Flavoured to Excite"

البيتزا الأفضل على الإطلاق



أكيد

الآن ..

مع خدمة التوصيل المنزلي

Call

5530030

HOT & FAST DELIVERY

امتداد شارع مكة - شرق دوار الكيلو
Mecca Street, (East Kilo Circle)

شارع الجامعة الأردنية - مقابل البوابة الرئيسية للجامعة
University Str., opp. to university main entrance

سوبر كومبو Super Combos

الوجبة القيمة Value Meal



8.99

1 Large Pizza + Caesar Salad or Green Salad + Potato Wedges + 3 CocaCola
١ بيتزا حجم كبير + سلطة سيزار أو سلطة خضراء + بطاطا وبيجز + ٣ كوكاكولا

الوجبة الفردية Personal Meal



3.49

1 Small Pizza + Potato Wedges or Garlic Bread + 1 CocaCola
١ بيتزا حجم صغير + بطاطا وبيجز أو خبز بالثوم + كوكاكولا

الوجبة العائلية Family Meal



19.99

2 Large Pizza + Caesar Salad or Green Salad + Penne Chicken
+ Potato Wedges + 2.25ltr CocaCola
٢ بيتزا حجم كبير + سلطة سيزار أو سلطة خضراء + تشيكن بينيه
+ بطاطا وبيجز + ٢.٢٥ لتر كوكاكولا

Call

5530030

HOT & FAST DELIVERY

Add 16% Sales Tax
يضاف ١٦٪ ضريبة مبيعات

Order Now..

0030
FAST DELIVERY

SEAFOOD PIZZA المأكولات البحرية



Mediterranean Prawn
ميديترايانيان روبيان



Seafood Supreme
سي فود سوبريم



Tropical Prawn
تروبىكال برون

Medium 5.75 | Large 7.75 | Family 9.50

PASTA الباستا



Lasagna
لازانيا
4.75



Macaroni Sea Food
مكرونه المأكولات البحرية
5.25



9.99

FAMILY LASAGNA MEAL
2 Lasagna + 2 Garlic Bread + 2 Coca-Cola
2 لزانيا + 2 خبز بالثوم + 2 كوكاكولا

SALAD السلطة



Caesar's Salad
سلطة سيزار
أضف دجاج 0.50

DRINKS

Coca-Cola 0.95

Cola, Diet Cola, Fanta, Sprite

APPETIZERS



Hot BBQ Wings
أجنحة باربيكيو ساخنة
3.75



Starter Platter
طبق مقبلات متنوعة
4.25

- بطاطا و دجز 1.29
أصابع الخبز الفرنسي 1.75
الخبز الفرنسي بالجبنه والديك الرومي 2.75
خبز بالثوم والجبنه 1.99
كالاماري محشو 3.25
- Potato Wedges
French Bread Sticks
Turkey & Cheese Twist
Cheese Garlic Bread
Stuffed Calamari

PIZZA
PAPA JOHN'S

Better Ingredients.
Better Pizza.

الطعم والسعر
عذوقك



اشترى ٢ بيتزا حجم صغير بـ ٤,٩٩ دنانير
اشترى ٢ بيتزا حجم وسط بـ ٦,٩٩ دنانير
اشترى ٢ بيتزا حجم كبير بـ ١٠,٩٩ دنانير

خدمة التوصيل:

5806666

تضاف ١١ / ضريبة مبيعات

هذا العرض ساري على خدمة التوصيل والطلبات الخارجية فقط ولفترة محدودة

PIZZA
PAPA JOHN'S

Better Ingredients.
Better Pizza.



Experience the best
TASTE & PRICE



Buy 2 small pizzas for **4.99 JDs**
Buy 2 medium pizzas for **6.99 JDs**
Buy 2 large pizzas for **10.99 JDs**

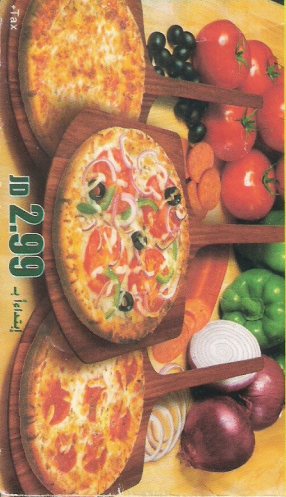
Delivery service
5806666

Subject to 16% sales tax. This offer only applies on delivery service & takeaway orders for a limited period.

الوجبات العائلية



أختر أي 4 وجبات 6 أنش
فقط بـ 11.96 JD أو
أي 4 وجبات 12 أنش
بـ 18.99 JD
الوجبة تتكون من ساندوتش، كولا، شيسل أو كوكي



إصدار - 2.99 JD

عرض خاص من Subway حيثاً قومية طازجة من الطين
وجوهرة حسب الطلب خلال 90 ثانية. إيتز بالهنية إيتز بالهناج / إيتز بالهيوه

At SUBWAY Restaurants, We Have Your Fresh Interests At Heart

Welcome to Subway Restaurants where great taste and variety come together for your convenience. This menu represents our commitment to helping you discover and enjoy all the delicious choices SUBWAY Restaurants have to offer.

We offer a variety of sandwiches and salads and encourage you to customize your order to satisfy your taste. Our menu includes a complete listing of ingredients to help you make informed choices - so you can either eat sensibly or splurge.

It's all here for you. So enjoy! we're glad you came.

Nutrition Facts

	Total	% Daily	Calories
6 grams of fat or less*	6.4	12.8	289
Over-Loaded Chicken Bread	4.9	9.8	268
Road Beef	3.2	6.4	265
Turkey Breast	3.4	6.8	278
Turkey Breast & Turkey thigh	5.1	10.2	316
Swiss Cheese	3.6	7.2	319
Chicken Teriyaki	1.9	3.8	201
Vegetarian Delish			

Our 6 inch Regular Subs with 6g of fat or less are prepared according to standard recipes with meat, lettuce, tomatoes, green peppers pickles, olive red onions and without cheese or condiments (e.g., mayonnaise). Subs made on Italian or wheat bread. Customer requests modify standard sandwich recipes or add cheese or condiments may increase fat or calorie content.

مطاعم SUBWAY هي سلسلة مطاعم شهيرة تتميز بالسمنديومطقت الطهوية العالية النكهة وتعتبر من المطاعم العظيمة لدى زبائننا حيث أنها تمتلك أكثر من 31000 فرع في 90 دولة حول العالم ولديها من المعلومات يرجى زيارة الموقع الإلكتروني: www.subway.com أو الاتصال على الرقم: 333 333 5

SUBWAY
eat fresh.

www.subway.com

omae_m@subway.com

دوار جيمون - مكة مول - الشبيبيستي مول - البركة مول
شمارع الجامعة الأردنية - جامعة عمال الطلبة - شارع المدينة المنورة
قوية الرابية - إشارة النخيل - أريد شارع الجامعة
قوية ٢٠ فرع بلالان

SUBWAY
eat fresh.

**Take-Out
Menu**



خدمة التوصيل 24 ساعة
06 5 333 333 333

KIDS Meal
Include Mini Sandwich,
Drink, Cookies &
a TOY
2.49 JD only



Make any sandwich into a salad
Starting
From 2.99 JD



Party Subs & Party Platters
Starting From 25 JD
For 10-12 People
Special Event...

Available in any length, our giant subs are made on your choice of Italian or wheat bread or a braided combination of both. Sandwich selections may include a variety of our cold selection. Most popular are Turkey Breast, Roast Beef. Also consider our famous Italian B.M.T. or the Subway Club.
You may choose any or all of our fresh veggies on your giant sub and specify whether you want condiments on the sandwich or on the side. Cheese is included. **please call for more details.**



تقديم من المعلومات الرجاء الاتصال على الرقم : **5 333 333** +Tax

الآن

قطعة تاني (SUBWAY) ، دجاجة ساندويتشك على شكل اسنك واسم من حسب المتاسبة التي ترضيك بها من اصناف حبيزة او كحلج او شورطا من المتناسبات الخاصة تكفي 20 شخص او اكثر بحدون 180 سم او اكثر مجوزة حسب طلبك فقط بـ **2.50** دينار للتخلص الواحد والتوصيل مجاناً

SUBWAY Classics & Hot Subs

	Hot	Cold
Tuna	2.69	4.69
Meatball	2.29	4.29
Italian B.M.T. TM (Beef, Pepperconi, Beef Sausage & Thigh)	2.69	4.69
Seafood	2.99	4.99
Steak & Cheese	2.89	4.89
Subway Melt TM (Turkey Breast, Turkey Thigh & Beef Bacon)	2.89	4.89
Subway Beef Kebab	2.69	4.69
Subway Chicken Kebab	2.69	4.69

Your Healthy Option

	Hot	Cold
Veggie Delite TM	1.99	3.99
Chicken Teriyaki	2.89	4.89
Turkey Breast	2.69	4.69
Roast Beef	2.69	4.69
Subway Club (Turkey Breast, Turkey Thigh & Roast Beef)	2.89	4.89
Turkey Breast & Turkey Thigh	2.89	4.89
Roasted Chicken Breast	2.89	4.89

Drinks, Chips & Dessert

Soft Drink	.59
Bottle Water	.49
Cookies	.49
Chips	.49
Soup	.69



الوجبة تكفي من 12 اشخاص
قطعة بـ **4.99** دينار
ساندوتش، كوكاكولا ، شيس (او كوكي)
+Tax

ستيك وجبنية

Steak & Cheese

اسم لحمي طازج مع سالت وست موسي السديرة مع الجبنه وخبز طازج الفطيرة



3.39 JD

ب.م.ت. الإيطالية

Italian B.M.T.

اسم لحمي طازج وطازج الجبنه مع زيت الطازج والفطيرة الطازجة



3.39 JD

صدر دجاج مشوي

Roasted Chicken Breast

صدر دجاج مشوي مع سالت وست موسي السديرة مع الجبنه وخبز طازج الفطيرة



3.39 JD

تونة

Tuna

قطعة التونا الخاصة باسم ابي مع تورت والخبز وخبز طازج الفطيرة والجبنه



3.39 JD

كرات اللحم

Meatball

كرات اللحم مع الجبنه والتبليز (اموسي) والخبز الطازج حسب طلبك



2.99 JD

دجاج ترياكي

Chicken Teriyaki

دجاج ترياكي مع الخبز الطازجة وسلمة سويت الطون السديرة



3.39 JD

الخبز طازج ومخبوز داخل مطعم SUBWAY كل 4 ساعات +Tax

Subway Classics & Hot Subs

Tuna	2.19	لونا
Meatball	1.99	كرت اللحم
Italian BMT	2.19	إيطاليا ب جوت
Seafood	2.59	سمك، لحم، إندونيش
Steak & Cheese	2.19	لحم البقر
Subway Melt	2.19	ميتلك مع جبنة
Subway Kabab	2.19	شاورما واي ملت
Subway Kabab	2.19	شاورما واي كباب

Try it toasted!

سبعت سندويشات مع 6 غرام دهون أو أقل

Veggie Delite	1.69	خضار مع جبنة
Chicken Teriyaki	2.19	دجاج تيراكي
Turkey Breast	2.19	صدر الدجاجة
Roast Beef	2.19	روست بيف
Subway Club	2.19	دجاج واي كلاب
Turkey Breast, Turkey Thigh & Roast Beef	2.19	صدر الدجاجة، فخذ الدجاجة، روست بيف
Turkey Breast & Turkey Thigh	2.19	صدر الدجاجة، فخذ الدجاجة
Roasted Chicken Breast	2.19	صدر الدجاجة المشوي

الشراب، و حبات سندويش و خبزك

Drinks, Chips & Dessert

Soft Drink	0.69	مشروبات غازية
Water	0.49	ماء
Cookies	0.49	كوكي
Crisps	0.49	بفسيخ

Kids Meal

2.49

تتضمن سندويش صغير، مشروب، كوكي، حبة

Include Mini Sandwich, Drink, Cookies & Toy

HOW TO PLACE YOUR ORDER

طريقة طلب الوجبة

Which Sub or Salad? أي سندويش أو سلطة؟

Which Bread? أي نوع من الخبز؟

6-inch or Footlong? 6- بوصة أو بطول قدم؟

15cm 30cm

Cheese & Veggies? الجبن وخضار؟

Which Sauce? أي صلصة؟

Make it a Meal? هل تجعلها وجبة؟

15cm 30cm

15% Tax

تتضمن سندويش صغير، مشروب، كوكي، حبة

www.subway.com أو الاتصال على الرقم: 078 699 4204



التوربات	
٢,١٠٠	١ شوربة جارة وحامضة //
٢,١٠٠	٢ شوربة الدجاج مع الذرة
المقبلات	
١,١٥٠	٣ سبرنج رول بالخضار (٢ قطعة)
١,٦٠٠	٤ ويز بن مقلية (٤ قطع)
٢,٠٠٠	٥ كرات الدجاج (٣ قطع)
١,٢٥٠	٦ كريبلر مقلية (٣ قطع)
٢,٥٥٠	٧ اجنحة دجاج (١ قطع)
٣,٢٥٠	٨ اجنحة دجاج (٢ قطع)
الدجاج	
٣,٥٠٠	٩ دجاج مع صوص حامض دلو
٣,٩٥٠	١٠ دجاج مع الفاصوليا
٣,٦٠٠	١١ دجاج مويج باو
٣,٥٠٠	١٢ دجاج مع صوص الليمون
٣,٩٥٠	١٣ دجاج مع صوص الحماز
٣,٥٠٠	١٤ دجاج مع البرنجيل
٣,٥٠٠	١٥ دجاج باللحم
٣,٥٠٠	١٦ دجاج خيزال باو
٣,٦٠٠	١٧ صوص الحماض والتخلو الحماز بالبرنجيل واللحم
	١٨ دجاج مع خضار مسطحة مع باهو شونس وفطر اسود
بيف / لحم	
٤,٣٥٠	١٨ بيف مع صوص الحماز
٣,٩٥٠	١٩ بيف مويج باو
٣,٩٥٠	٢٠ بيف مع الشامل الأخضر
٤,٣٥٠	٢١ بيف مع باهو شونس وفطر الالويستر
٣,٩٥٠	٢٢ بيف مع صوص المفلن الصيني والخضار
٣,٩٥٠	٢٣ بيف مع مصل الدجاج
٣,٩٥٠	٢٤ بيف مع البندجان بالصويا والتفل
٤,٣٥٠	٢٥ بيف ميني
٣,٩٥٠	٢٦ بيف مع البروكلي
٣,٩٥٠	٢٧ هويان بيف
٣,٩٥٠	٢٨ بيف مع خضار مسطحة مع باهو شونس وفطر اسود
٣,٩٥٠	٢٩ بيف بالفاصوليا وصوص اللحم
المأكولات البحرية	
٦,٥٥٠	٢٩ فريجنس مويج باو
٦,٥٥٠	٣٠ فريجنس مع صوص حامض دلو
٧,٥٥٠	٣١ فريجنس مع الالويستر
بودلز / أرز	
٢,١٠٠	٣٢ بودلز مع الخضار
٣,٢٠٠	٣٣ بودلز مشكل مع البيف والدجاج
٢,١٠٠	٣٤ أرز مقلية مع الخضار
٣,٢٠٠	٣٥ أرز مشكل مقلية مع البيف والدجاج
١,١٠٠	٣٦ أرز على البخار
الخضراوات	
٢,١٠٠	٣٧ خضار مسطحة
٢,٧٠٠	٣٨ بروكلي مع الفطر الالويستر
٣,١٠٠	٣٩ فطر مشكل
الحلويات	
٣,٥٠٠	٤٠ عوز مقلية باللوز
٢,٥٠٠	٤١ عوز بومبي
٢,٥٠٠	٤٢ صاج بومبي
جميع الحلويات تقدم مع طوطه الفانيلا	

All prices are subject to 18% Gov. Tax
Minimum order JJD 5000
Delivery hours 12:30 pm - 11:00 pm

تصاحب جميع فريجنس مسطحة
الحد الأدنى للتطلب ٥٠٠٠ ج.د. بخلاف أرز
ساعات التسليم ١٢:٣٠ - ١١:٠٠ مساءً



جديد
توسكاني
للك العائلة!

بيتزا

وجبة توسكاني العائلية
للشخص الواحد 2,83 دولار
للشخصين 8.50 دولار
لـ 3 أشخاص
تستاهل الهدى

1 توسكاني باستا من اختيارك
+ 2 قطع خبز بالثوم
+ 3 بيبسي

بيتزا مفش
للشخص الواحد 3,50 دولار
للشخصين 14 دولار
لـ 4 أشخاص
تستاهل الهدى

1 توسكاني باستا من اختيارك
+ بيتزا حجم وسط (بان أو رقيقة)
+ 2 قطع خبز بالثوم
+ 4 بيبسي

القطر الشاخن

هاتف 58 55555
إزبد: 725 1903 العقبة: 206 4545 الزرقاء: 365 1915

إمتداد خدمة العملاء
Add Sales Tax

بيتزا
القطر الشاخن

Appetizers

Garlic Bread (4pc) خبز بالثوم (٤ قطع)		JD 1.00
Garlic Bread Supreme (4pc) خبز بالثوم لسوبريم (٤ قطع)		JD 1.25
Garlic Bread Super Supreme (4pc) خبز بالثوم لسوبريم (٤ قطع)		JD 1.50
BBQ Chicken Spin Rolls (4pc) لفائف الدجاج بالباربيكيو (٤ قطع)		JD 2.00
Golden Potato Wedges بطاطا ووجز		JD 1.50
Chicken Wings (8pc) اجنحة الدجاج (٨ قطع)		JD 3.00

القبلات

Salads

Salad Bar بوفية السلطات	Regular عادي Large كبير	JD 2.50 JD 3.25
Caesar Salad سلطة السيسيز	Regular عادي Large كبير	JD 2.50 JD 3.00
Chicken Caesar Salad سلطة السيسيز بالدجاج	Regular عادي Large كبير	JD 3.00 JD 3.50

السلطات

Specialty Pizzas

Small JD3.25 Medium JD5.00* Large JD7.25*

Vegetarian, Barbeque, Hot & Spicy, Hawaiian, Pepperoni, Meat Lovers

بيتزا الخضروات، بيتزا الباربيكيو، بيتزا حارة، هاوايات، بيبيروني، محبو اللحمية

البيتزا الخاصة

Ultimate Pizzas

Small JD3.50 Medium JD5.25* Large JD7.75*

Super Supreme, Grilled Chicken, Chicken Fajita
سوبر سوبريم، الدجاج المشوي، فاهيتا الدجاج

البيتزا الشاملة

Create your Own Pizza

Small JD2.50 Medium JD4.00* Large JD5.75*

Margherita مارغريتا

× لكل بيتزا ستفد كز هت اضيف
وسط 0.75ج كبير 1.00ج
× لكل بيتزا تشيري بايتم اضيف
وسط 1.25ج كبير 1.50ج

*يضاف ضريبة المبيعات
Add Sales Tax



تريو 3.75JD

جوانج المسحوق بالفرن، جوانج البطاطا،
٤ لفائف من الدجاج بحمر التورتيا وصلصة الا صلصات
فدري مع صلصة الباربيكيو للمصن

Value Meals

الوجبات القيمة

Meal for One (أي بيتزا عادي + 2 قطع خبز توب + بيبيني)	وجبة لشخص	JD 4.00
Meal for Two (أي بيتزا حجم وسط + 4 قطع خبز توب + سلطة حجم عادي + 2 بيبيني)	وجبة لشخصين	JD 8.00
Meal for Four (أي 2 بيتزا حجم وسط + 4 قطع خبز توب + سلطة حجم كبير + 4 بيبيني)	وجبة لأربع اشخاص	JD 14.00
Meal for Six (أي 3 بيتزا حجم ولف + 6 قطع خبز توب + سلطة حجم كبير + 6 بيبيني)	وجبة لستة اشخاص	JD 17.50



Dessert

الحلويات

Cheese Cake or Chocolate Cake
تشيز كيك او كيك الشوكولاتة

JD 2.00

Drinks

البشروبات

Cold Drinks
A selection of cold drinks is available
Choose from Pepsi, Minisoda, 7up

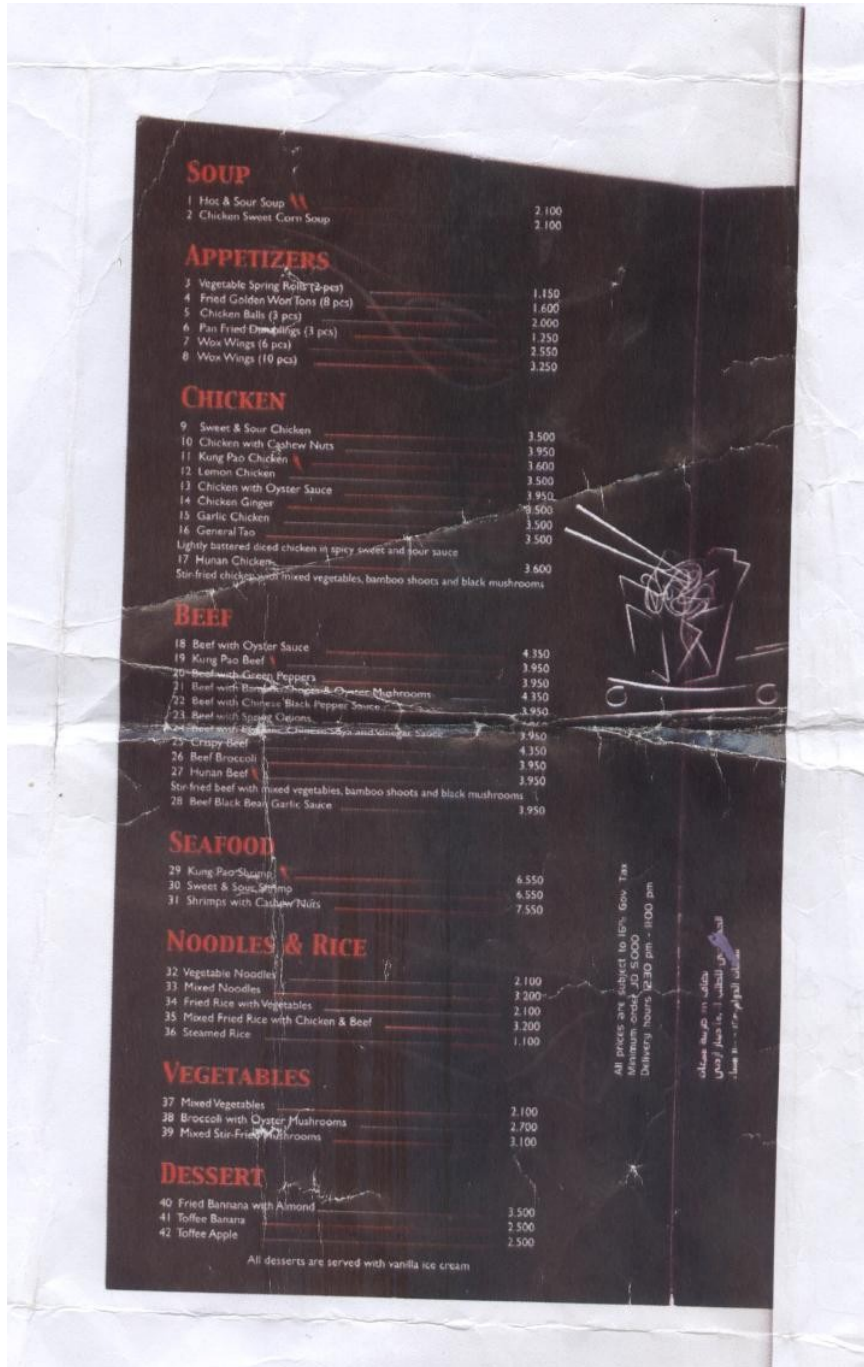
البشروبات الباردة
اختر ما تريد من البشروبات الباردة،
بيبيني، مينوسدا، سبتي ٧

JD 0.90

اختر نوع البيتزا الذي تحب
Choose your Pizza Dough



*يضاف ضريبة المبيعات
Add Sales Tax



SOUP

- 1 Hot & Sour Soup 2,100
- 2 Chicken Sweet Corn Soup 2,100

APPETIZERS

- 3 Vegetable Spring Rolls (2 pcs) 1,150
- 4 Fried Golden Won Tons (8 pcs) 1,600
- 5 Chicken Balls (2 pcs) 2,000
- 6 Pan Fried Dumplings (3 pcs) 1,250
- 7 Wux Wings (6 pcs) 2,550
- 8 Wux Wings (10 pcs) 3,250

CHICKEN

- 9 Sweet & Sour Chicken 3,500
 - 10 Chicken with Cashew Nuts 3,950
 - 11 Kung Pao Chicken 3,600
 - 12 Lemon Chicken 3,500
 - 13 Chicken with Oyster Sauce 3,950
 - 14 Chicken Ginger 3,950
 - 15 Garlic Chicken 3,500
 - 16 General Tao 3,500
 - 17 Hunan Chicken 3,600
- Lightly battered diced chicken in spicy sweet and sour sauce
Stir-fried chicken with mixed vegetables, bamboo shoots and black mushrooms

BEEF

- 18 Beef with Oyster Sauce 4,350
 - 19 Kung Pao Beef 3,950
 - 20 Beef with Green Peppers 3,950
 - 21 Beef with Bamboo Shoots & Oyster Mushrooms 4,350
 - 22 Beef with Chinese Black Pepper Sauce 3,950
 - 23 Beef with Spicy Cilantro 3,950
 - 24 Beef with Spicy Chinese Soy and Ginger Sauce 3,950
 - 25 Crispy Beef 4,350
 - 26 Beef Broccoli 3,950
 - 27 Hunan Beef 3,950
- Stir-fried beef with mixed vegetables, bamboo shoots and black mushrooms

SEAFOOD

- 29 Kung Pao Shrimps 6,550
- 30 Sweet & Spicy Shrimp 6,550
- 31 Shrimps with Cashew Nuts 7,550

NOODLES & RICE

- 32 Vegetable Noodles 2,100
- 33 Mixed Noodles 3,200
- 34 Fried Rice with Vegetables 2,100
- 35 Mixed Fried Rice with Chicken & Beef 3,200
- 36 Steamed Rice 1,100

VEGETABLES

- 37 Mixed Vegetables 2,100
- 38 Broccoli with Oyster Mushrooms 2,700
- 39 Mixed Stir-Fried Mushrooms 3,100

DESSERT

- 40 Fried Banhana with Almond 3,500
- 41 Toffee Banana 2,500
- 42 Toffee Apple 2,500

All desserts are served with vanilla ice cream

All prices are subject to 16% Gov. Tax
Minimum order JD 5,000
Delivery hours 12:30 pm - 11:00 pm

جميع الأسعار تخضع للضريبة الحكومية 16%
الحد الأدنى للطلب 5,000 ج.د.
ساعات التوصيل 12:30 ظهراً - 11:00 مساءً

جامعة النجاح الوطنية
كلية الدراسات العليا

ترجمة لوائح الطعام من اللغة الانجليزية إلى اللغة العربية: المشاكل واستراتيجيات الحل

إعداد
كفاية أديب حافظ صالح

إشراف
الدكتور عودة عودة
الدكتور سمير العيسى

قدمت هذه الأطروحة استكمالاً لمتطلبات الحصول على درجة الماجستير في "اللغويات التطبيقية والترجمة" بكلية الدراسات العليا في جامعة النجاح الوطنية في نابلس فلسطين.

2011م

ب

ترجمة لوائح الطعام من اللغة الانجليزية إلى اللغة العربية: المشاكل واستراتيجيات الحل

إعداد

كفايه أديب حافظ صالح

إشراف

الدكتور عودة عودة

الدكتور سمير العيسى

المخلص

تهدف هذه الدراسة إلى رصد أبرز المشاكل والصعوبات التي تعترض المترجمين فيما يخص قوائم الطعام انطلاقاً من فرضية أن ترجمة قوائم الطعام بما تتضمنه من مصطلحات تفرز عدة إشكالات مهمة. كما وتعمل الدراسة على تقييم الاستراتيجيات المتبعة في ترجمه قوائم الطعام من حيث مدي صحتها ومحاكاتها للنصوص الأصلية فضلاً عن إيفائها بمتطلبات قائمة الطعام كنص أدبي.

بنيت الدراسة علي التحليل الوصفي للعينة المكونة من 19 من قوائم الطعام موزعة على أربع مدن عربية هي نابلس ورام الله في فلسطين وعمان في الأردن وشرم الشيخ في مصر. وتمت المقارنة بين المفردات الانجليزية ومرادفاتها في اللغة العربية مع اقتراح ترجمات بديلة أكثر دقة حيثما كان ذلك ضرورياً ومناسباً.

أفضت الدراسة إلى أن ابرز المشاكل التي احتوتها قوائم الطعام ترتبط بالأسماء والعلامات التجارية بما تضمنته من أسماء الأعلام والأماكن فضلاً عن المفاهيم المحددة ثقافياً والتي تعود حصراً إلى ثقافة معينة دون غيرها. هذا بالإضافة إلى المفردات التي تحتل لغوياً أكثر من معنى. كما أظهرت الدراسة وجود 7 استراتيجيات رئيسية متبعة في ترجمة القوائم، إلا أن الاستراتيجيات المرتبطة بالثقافة الأم (الأجنبية) مثل الاستعارة هي الأكثر شيوعاً. وفي ضوء التحليل المفصل لهذه الاستراتيجيات أثبتت الدراسة أن كل إستراتيجية تحتل الصواب والخطأ تبعاً لسياق استخدامها.

وخلصت الدراسة إلى أن قراءة النص الأصل قراءة متمعنة إضافة إلى إلمام المترجمين بالجوانب اللغوية والثقافية المتعلقة بقوائم الطعام كفيلان بالإسهام في معالجة كافة المشاكل

ج

المتعلقة بترجمة مصطلحات الطعام، في إخراج نصوص مترجمة خالية من الأخطاء و/أو الترجمات المضللة والركيكة. وبناءً على هذه الاستنتاجات انتهت الباحثة إلى عدة توصيات من شأنها تحسين عملية ترجمه قوائم الطعام من خلال فتح الطريق أمام أبحاث مستقبلية متقدمه تنثري هذا المجال من عدة جوانب واتجاهات.

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