

# WINE TERMINOLOGY ACROSS CULTURES: THE CASE OF THE PSEUDO-ENGLISH INTERNATIONALISM *SUPER TUSCAN*

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## Abstract

Preceded by a description of the so-called Super Tuscan wines and a definition of the term *Super Tuscan*, mostly drawn from the lexicographic analysis carried out by the author (Furiassi: 2019) and incorporating the reconstruction of the etymology of this false oenological Anglicism, the aim of this article is to show, through corpus data, that *Super Tuscan* has now managed to circulate in languages other than English and Italian, particularly French, Spanish and German, thus highlighting differences and similarities among them.

Quantitative and qualitative facts about *Super Tuscan* in the various languages taken into account are gathered through the analysis of the following corpora: *CORIS* and *Italian Web 2016* for Italian, *BNC*, *COCA* and *English Web 2013* for English, *Frantext* and *French Web 2012* for French, *CdE*, *CREA* and *Spanish Web 2018* for Spanish, and *DeReKo* and *German Web 2013* for German.

Finally, by emphasizing the intercultural dimension of specialized lexis, this article considers the possibility that the global success of Super Tuscan wines might have turned *Super Tuscan* from a specialized term employed by wine enthusiasts or professionals into a word currently known and used by non-connoisseurs, not only in Italy, its birthplace, but in other languages as well, including English, thus allowing this false Anglicism to propagate at an international level.

## 1. Introduction

“Winemakers, professional critics, oenologists, and amateurs have developed a language or vocabulary which describes [...] wine” (Van der Merwe 2008: 340). Van der Merwe’s definition aptly depicts the sheer amplitude of wine terminology, often including rather opaque terms which experts employ to convey the complexity of wine making and tasting by objectifying their uniquely personal – to a certain extent – experience<sup>1</sup>.

<sup>1</sup> The dynamic sector of wine terminology is a variegated one indeed; suffice it to say that the wine industry may be divided into viticulture or viniculture – terms which, in practice, are used somewhat interchangeably – and oenology. Viticulture deals with the production of grapes, thus referring to vine-growing, grape-growing and harvesting in general; viniculture is specifically geared

In fact, the inventory of specialized items encountered therein is often transparent, if not obvious, to professionals but may seem obscure to novices<sup>2</sup>.

Contrary to what happens in other specialized domains, permeated by Anglicisms to the point that some scholars refer to “domain loss” (Haberland 2005: 227; Ferguson 2007: 7), English “*enonimi*” (Gałkowski 2011: 83), En. ‘oenonyms’<sup>3</sup>, that is, wine names, rarely occur in Italian wine terminology, as confirmed by Speranza and Vedovelli (2003: 75-76) and Gilardoni (2017: 122-124)<sup>4</sup>. However, curiously enough, the false Anglicism *Super Tuscan*, a phrase with a “rigidly fixed obligatory range of meaning” (Opitz 1983: 60), is a term *per se* which denotes a style – neither a proper denomination nor a trade name – of Italian red wine devised in Tuscany at the onset of the 1970s<sup>5</sup>.

Essentially, Super Tuscan wines were – and might still be – ground-breaking wines: what made them revolutionary was the idea of blending international grapes grown in Tuscany, namely Cabernet Sauvignon and Merlot, with Sangiovese, the local variety, and subsequently ageing them in oak casks. Being targeted to affluent oenophiles around the globe, especially the USA<sup>6</sup>, most Super Tuscan wines tend to be quite expensive due to considerable public acclaim<sup>7</sup>, their value being determined by American “oenic

toward the cultivation of grapes used to produce wine. Different from viticulture or viniculture, oenology (or enology) is the science that studies wine, that is, wine-making proper. By focusing on the latter, further sub-sectors may be identified, including production technology, bottling, packaging, distribution, handling and branding. In order to embrace the multifaceted nature of this specialized domain, the overarching term *enoico*, En. ‘oenic’, has been used in the Italian language since 1956 (*GDU*).

<sup>2</sup> However, a few terminological inconsistencies may be found, especially in the least scientific branch of the wine sector, namely wine tasting. Despite the existence of the *Worldwide Sommelier Association (WSA)*, whose tasks include standardizing terminology, various local ‘guilds’, chiefly in Italy, such as *Associazione Italiana Sommelier (AIS)*, *Federazione Italiana Sommelier Albergatori e Ristoratori (FISAR)* and *Organizzazione Nazionale Assaggiatori di Vino (ONAV)*, may employ different terms to refer to the same concept or, vice-versa, the same term for different concepts.

<sup>3</sup> The neologism *enonimo*, En. ‘oenonym’ or ‘enonym’, was created by combining It. ‘eno-’ (En. ‘oenic’ or ‘eno-’), meaning ‘wine’, and It. ‘-onimo’ (En. ‘-onym’), meaning ‘name’.

<sup>4</sup> On the one hand, it is worth considering that the distinct object of inquiry identified by Speranza and Vedovelli (2003: 59-60, 63) is the “*enogramma*”, a textual genre embodied in the language – not just the lexis – surfacing on the front and back labels of wine bottles. On the other hand, Gilardoni’s (2017: 113) analysis is limited to “commercial names in the Italian wine sector, that is the names used by wineries to identify their products and introduce them into the market”.

<sup>5</sup> In contrast to, for example, *Bordeaux* and *Barolo*, a French Appellation d’Origine Contrôlée (AOC) and an Italian Denominazione di Origine Controllata e Garantita (DOCG) respectively, the unofficial denomination *Super Tuscan de facto* never appears on wine labels, unless in made-up names of singular bottles. The notion of *Super Tuscan* as a term in the wine business is substantiated by the author (Furiassi: 2019: 29).

<sup>6</sup> American fascination for Super Tuscan wines developed to the point that, in the 1990s, the California-based Robert Mondavi Corporation started collaborating with Italian Super Tuscan wineries such as Frescobaldi and Ornellaia (Corsi, Pomarici and Sardone 2018: 164). As attested by Corsi *et al.* (2018: 171), also thanks to Super Tuscan wines, “in 2009 [...] in terms of the value of world export Italy had the second-largest [share], after France, of superpremium wines (17 percent) [...]”. Italy is trying to challenge France also in the iconic segments of the wine market [...]. See Corsi *et al.* (2018:174) for data regarding export statistics of Italian wines, including Super Tuscan wines, to the USA and elsewhere between 1946 and 2014.

<sup>7</sup> In this regard, a pertinent remark is made by Marcis (2013): “[t]he words “affordable” and “Super-Tuscan” don’t often appear in the same sentence. Super-Tuscans [...] often carry triple-digit price tags [...]”.

opinionism” (Gordon 2008: 95), whose preeminent spokesperson is Robert M. Parker Jr., editor of *Wine Advocate*, one of the most authoritative wine periodicals worldwide<sup>8</sup>.

Despite the efforts made by both experts and neophytes who indulged in speculation over the etymology of *Super Tuscan*, its origin is still partly obscure and the name of the coiner is still the object of debate. For instance, Fini (2017: 65-66) supports the thesis that *Super Tuscan* was coined in 1994 by an American author, possibly Robert M. Parker Jr. himself, who praised the 1985 *Sassicaia* vintage when he came to the tasting; this claim is corroborated by evidence from the *Corpus of Contemporary American English (COCA)*, which shows that the first written attestation of *Super Tuscan* in American English is indeed 1994. However, the *Wine Snob’s Dictionary (WSD)* attributes its creation to an unspecified British writer in the 1960s, which is debatable considering that Super Tuscan wines only came on the market in the early 1970s. Similar unsubstantiated hypotheses are formulated by wine critic James Suckling, interviewed by Puckette (2019); in Suckling’s opinion, the term *Super Tuscan* may come from a number of sources: the Italian gastronome and wine connoisseur Luigi Veronelli (1974), who wrote an article in the Italian magazine *Panorama* on November 14<sup>th</sup> 1974 celebrating the 1968 *Sassicaia*, probably the very first Super Tuscan ever commercialized; Burton Anderson (1980), a British writer who published a book, aptly entitled *Vino*, in 1980; the wine merchant David Gleave, Master of Wine at the London-based *Institute of Masters of Wine (IMW)*. Finally, the coinage of the term is also ascribed to the wine commentator Hugh Johnson (2018), who defines *Super Tuscan* as “Tus[can] Wines of high quality and price developed in 70s/80s to get round silly laws then prevailing”.

## 2. Preliminary assumptions and research aims

Inspired by the dictionary-based data collected by the author (Furiassi: 2019: 31-32), the grounds upon which this piece of research is constructed are the following:

- created in Italy to identify an inherently national product, the term *Super Tuscan* originates as a false Anglicism, an Italian-made compound obtained by joining two genuinely English words, namely the combining form *Super* and the toponymic adjective Tuscan, or a derivative realized by adding the prefix *Super* to *Tuscan*;
- *Super Tuscan* is a case of “reborrowing of false Anglicisms” (Furiassi 2010: 70), that is, a neologism coined in the Italian language by means of English lexical material which later entered (American) English;
- in spite of being a term coined in the 1970s, according to the *Zingarelli*, the earliest attestation of *Super Tuscan* in Italian is 1996.

Triggered by the assumptions made above, the main aim of this article is to determine whether *Super Tuscan* has reached the status of “internationalism”, a word which has the same (or a similar) form and the same meaning in many languages of different language families (Petralli 1992a: 74; 1992b: 121), or at least of “Europeanism”, a word or word-form common to two or more European languages (Kirkness 1984: 109). Despite Piirainen (2005: 50) maintaining that “[a]s terms in idiom research, Europeanism

<sup>8</sup> See Furiassi (2019: 29-31) for further detailed information regarding Super Tuscan wines and their history.

and internationalism lack a clear definition”, these concepts are in fact well established in lexicography, as attested by Hartmann and James (1998: 76), who include both “Europeanism” and “internationalism” in their *Dictionary of Lexicography*, thus defining the latter as “[a] word or phrase shared across several languages”.

Although it is mostly centred around a corpus-based interlingual comparison intended to validate the hypothesis that *Super Tuscan* has spread beyond Italian borders, this article also accounts for its potential “de-terminologization”, namely “what can happen to a term when it transcends the boundaries of expert language and starts to be used by the general public” (Meyer and Mackintosh 2000: 111). More precisely, de-terminologized words are “words that originated in a specialized field of expertise [...] but that have migrated into the vocabulary of the general, educated public” (Meyer, Mackintosh and Varantola 1998: 645) or, similarly, “terminological units which [...] become lexical units of the general purpose language” (Galinski 2005: 14)<sup>9</sup>. Indeed, after its coinage, many wine experts, including journalists, sommeliers, merchants, producers, and simple aficionados – whether consciously or unconsciously – were complicit in the popularization of the term *Super Tuscan* in Italian, English and beyond.

### 3. Corpus-based methodology and sources

Corpora were mainly employed to weigh the quantitative impact of *Super Tuscan* on Italian, English, French, Spanish and German. Likewise, they were exploited to detect orthographic variants<sup>10</sup>, show typical contexts of occurrence, suggest adapted domestic equivalents and trace, if at all possible, the first written attestations of *Super Tuscan* in the languages considered. Corpus selection was twofold: for each language it was decided to verify the presence of *Super Tuscan* in both traditional general-language corpora and web-based corpora. Assuming that “[l]exical migrations from terminological to general language will only increase as we move into the age of the knowledge society” (Meyer and Mackintosh 2000: 136), expert knowledge eventually reaches non-experts precisely thanks to the communicative power and the popularizing function of the mass media, especially the Internet, which is why it was decided to examine web-based corpora as well.

As far as traditional general-language corpora are concerned, the *Corpus di Italiano Scritto (CORIS)*<sup>11</sup> was used for Italian, the *British National Corpus (BNC)*<sup>12</sup> and the *Corpus of Contemporary American English (COCA)*<sup>13</sup> were investigated for British En-

<sup>9</sup> Thanks are due to the anonymous reviewers for their valuable comments on the initial draft of this article.

<sup>10</sup> See Furiassi (2019: 36-39) for a thorough account of the inconsistencies in the spelling variants of *Super Tuscan* encountered in specialized and general-purpose dictionaries regarding both the Italian and the English language.

<sup>11</sup> The *Corpus di Italiano Scritto (CORIS)*, released in 2001 and updated in 2017, is a reference corpus of written Italian containing about 150 million words from the 1980s to 2017.

<sup>12</sup> The *British National Corpus (BNC)* is a corpus of British English, both written and spoken, comprising 96,263,399 words and compiled between 1985 and 1993.

<sup>13</sup> The *Corpus of Contemporary American English (COCA)* is a corpus of American English which includes 570,353,748 words to date (2019) – almost six times bigger than the *BNC*: its compilation started in 1990 and, being an open corpus, it is constantly updated.

glish and American English respectively, the *Frantext*<sup>14</sup> was searched for French, the *Corpus del Español (CdE)*<sup>15</sup> and the *Corpus de Referencia del Español Actual (CREA)*<sup>16</sup> were examined for Spanish, and the *Deutsche Referenzkorpus (DeReKo)*<sup>17</sup> was analysed for German<sup>18</sup>.

As for web-based corpora, the *Italian Web 2016*<sup>19</sup>, the *English Web 2013*<sup>20</sup>, the *French Web 2012*<sup>21</sup>, the *Spanish Web 2018*<sup>22</sup> and the *German Web 2013*<sup>23</sup> were taken into consideration<sup>24</sup>. With a view to retrieving every instance, all spelling variants of *Super Tuscan*, both non-adapted, that is, English-looking, and adapted, that is, Italian-, French-, Spanish- and German-looking, were searched for.

#### 4. A cross-linguistic comparison: results and discussion

On the one hand, not unexpectedly, traditional general-language corpora proved somehow inadequate for the scope of the analysis as they are not rich in occurrences of *Super Tuscan*. On the other hand, web-based corpora were far more promising since, possibly due to the fact that their collection period is more recent and that the texts they include are crawled from the Internet, instances of *Super Tuscan* are more numerous.

<sup>14</sup> The *Frantext*, first released in 1998 and updated in 2018, is a 251-million-word diachronic corpus of written French comprising texts from the 10<sup>th</sup> to the 21<sup>st</sup> century.

<sup>15</sup> The *Corpus del Español (CdE)*, a web-based corpus of Spanish released in 2016, contains 2,100,761,228 words from 21 different Spanish-speaking countries, namely Argentina, Bolivia, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Puerto Rico, Spain, the United States, Uruguay and Venezuela; texts were collected in 2013 and 2014: 78% of them are from Latin American Spanish and 22% from peninsular Spanish.

<sup>16</sup> The *Corpus de Referencia del Español Actual (CREA)* is a reference corpus of the Spanish language released in 2008 and with an annotated version available since 2015: it is made up of over 160 million words and consists of a variety of texts, both spoken and written, collected from 1975 to 2004.

<sup>17</sup> The *Deutsche Referenzkorpus (DeReKo)*, first released in 2005 and last updated in 2018, is a diachronic corpus of written German containing more than 42 billion words; texts were collected from 1772 to 2018.

<sup>18</sup> The *BNC*, the *COCA* and the *CdE* were made available through the *Brigham Young University (BYU)* corpus management platform.

<sup>19</sup> The *Italian Web 2016* is a tokenized and lemmatized corpus of web-crawled texts assembled in 2016 and comprising 4,989,729,171 words.

<sup>20</sup> The *English Web 2013* is a tagged web-based corpus compiled in 2013 and amounting to 19,685,733,337 words.

<sup>21</sup> The *French Web 2012* is a web corpus of the French language compiled in 2012 and containing 9,889,689,889 words.

<sup>22</sup> The *Spanish Web 2018* is a corpus of Spanish gathered from the World Wide Web in 2018 and is composed of 17,553,075,259 words.

<sup>23</sup> The *German Web 2013*, comprising 16,526,335,416 words, is a corpus of German Internet texts compiled in 2013.

<sup>24</sup> Accessed through the corpus manager platform *Sketch Engine*, the *Italian Web*, *English Web*, *French Web*, *Spanish Web* and *German Web* corpora, also known as the *TenTen* corpus family, constitute a set of comparable corpora: texts are collected from the World Wide Web and processed to match the same standards. Although the *Spanish Web 2011* (9,497,213,009 words) and the *English Web 2015* (15,703,895,409 words) are also available, in order to avoid overlap in data retrieval, it was decided to investigate the largest ones for both Spanish and English, namely the *Spanish Web 2018* (17,553,075,259 words) and the *English Web 2013* (19,685,733,337).

#### 4.1. Traditional general-language corpora

With reference to Italian, the *Corpus di Italiano Scritto (CORIS)* includes only seven instances – with a normalized frequency of approximately 0.05 per million words – of *Super Tuscan* in the following spelling variants: *Supertuscan* (2 hits), *Supertuscans* (2 hits), *supertuscan* (2 hits) and *super Tuscan* (1 hit)<sup>25</sup>.

As for English, it should first be noted that there are no occurrences of *Super Tuscan* in the *BNC*, an authoritative but, alas, possibly dated reference corpus of British English – its collection period ending at the beginning of the 1990s. Vice versa, the fact that it is found in American English, expressly in the *COCA*, confirms, as anticipated, that *Super Tuscan* wines were wholly conceived for American wine devotees. Indeed, the *COCA* includes 16 occurrences – with a normalized frequency of 0.03 per million words – of *Super Tuscan*: *Super Tuscan* (6 hits), *super-Tuscan* (3 hits), *Super Tuscans* (2 hits), *Super-Tuscan* (2 hits), *super Tuscan* (1 hit), *super Tuscans* (1 hit) and *super-Tuscans* (1 hit).

Concerning French, the corpus *Frantext* displays no instance of *Super Tuscan*. Similarly, for Spanish, no occurrence of *Super Tuscan*, in any spelling variant, was found in the *Corpus de Referencia del Español Actual (CREA)* and only two hits – in the same text, dated January 8<sup>th</sup> 2013 – were encountered in the *Corpus del Español (CdE)*. Regarding German, the *Deutsche Referenzkorpus (DeReKo)* shows only two occurrences of *Super Tuscan*, the earliest dated July 31<sup>st</sup> 2004 and the most recent dated April 27<sup>th</sup> 2009.

Judging from the scores obtained from each traditional general-language corpus, it is apparent that, with the notable and somehow predictable exceptions of Italian itself and American English, adding up to 0.05 and 0.03 occurrences per million words respectively, virtually no other language attests to the (widespread) presence of *Super Tuscan*.

#### 4.2. Web-based corpora

Table 1 lists the raw and normalized<sup>26</sup> frequency scores of non-adapted English-looking spelling variants of *Super Tuscan* in the web-based corpora analysed (column 1), thus providing a contrastive overview: *Italian Web 2016* (column 2), *English Web 2013* (column 3), *French Web 2012* (column 4), *Spanish Web 2018* (column 5) and *German Web 2013* (column 6); wherever no figure is indicated, no hits were displayed.

In order not to disregard any occurrence of *Super Tuscan*, each query had to include all of its thirty possible spelling variants (column 1), namely solid compound, spaced compound and hyphenated compound, covering both singular and plural forms. Also the presence or absence of capital initial in each part of the compound, i.e. <S> vs <s> and <T> vs <t>, was monitored; in addition, fully capitalized compounds were accounted for.

Firstly, as for non-adapted spelling variants, it must be realized how relatively limited the quantitative impact of *Super Tuscan* is also in web-based corpora: its low overall frequency never approaches 1 pmw. It is quite reasonable that the occurrences of *Super Tuscan* are comparatively few even in web-based corpora as this specialized wine-related neologism has started entering ordinary language only quite recently. However,

<sup>25</sup> Unfortunately, the *CORIS* interface does not allow the researcher to trace the exact date of each attestation. Furthermore, it is interesting to note that, of the seven instances found, three appear in the same text: *Supertuscan* (2 hits) and *supertuscan* (1 hit).

<sup>26</sup> In order to present normalized frequency scores, calculated on the total amount of words included in each corpus, the abbreviation pmw (per million words) is used.

| spelling variants    | <i>Italian</i><br>Web 2016 | <i>English</i><br>Web 2013 | <i>French</i><br>Web 2012 | <i>Spanish</i><br>Web 2018 | <i>German</i><br>Web 2013 |
|----------------------|----------------------------|----------------------------|---------------------------|----------------------------|---------------------------|
| <i>Supertuscan</i>   | 277                        | 44                         | 4                         | 3                          | 86                        |
| <i>Supertuscans</i>  | 85                         | 19                         | 2                         |                            | 93                        |
| <i>supertuscan</i>   | 138                        | 11                         |                           | 2                          | 2                         |
| <i>supertuscans</i>  | 41                         | 5                          |                           | 3                          |                           |
| <i>SuperTuscan</i>   | 15                         | 15                         |                           | 1                          | 1                         |
| <i>SuperTuscans</i>  | 14                         | 8                          |                           | 1                          | 2                         |
| <i>superTuscan</i>   | 3                          |                            |                           |                            |                           |
| <i>superTuscans</i>  | 2                          |                            |                           |                            |                           |
| <i>SUPERTUSCAN</i>   | 8                          | 1                          |                           |                            | 1                         |
| <i>SUPERTUSCANS</i>  | 2                          |                            |                           |                            |                           |
| <i>Super tuscan</i>  | 7                          | 1                          |                           |                            |                           |
| <i>Super tuscans</i> | 1                          |                            |                           |                            |                           |
| <i>super tuscan</i>  | 10                         | 3                          |                           |                            | 1                         |
| <i>super tuscans</i> | 5                          | 5                          |                           |                            | 5                         |
| <i>Super Tuscan</i>  | 134                        | 567                        |                           | 3                          | 43                        |
| <i>Super Tuscans</i> | 24                         | 284                        |                           | 9                          | 53                        |
| <i>super Tuscan</i>  | 2                          | 59                         |                           |                            |                           |
| <i>super Tuscans</i> |                            | 24                         |                           |                            |                           |
| <i>SUPER TUSCAN</i>  |                            |                            |                           |                            |                           |
| <i>SUPER TUSCANS</i> |                            |                            |                           |                            |                           |
| <i>Super-tuscan</i>  | 1                          |                            |                           |                            |                           |
| <i>Super-tuscans</i> |                            | 1                          |                           |                            |                           |
| <i>Super-Tuscan</i>  | 25                         | 59                         | 2                         |                            | 36                        |
| <i>Super-Tuscans</i> | 1                          | 44                         |                           |                            | 55                        |
| <i>super-Tuscan</i>  | 3                          | 29                         |                           |                            |                           |
| <i>super-Tuscans</i> | 1                          | 12                         |                           |                            |                           |
| <i>super-tuscan</i>  | 1                          | 7                          |                           |                            |                           |
| <i>super-tuscans</i> |                            |                            |                           |                            | 1                         |
| <i>SUPER-TUSCAN</i>  |                            |                            |                           |                            |                           |
| <i>SUPER-TUSCANS</i> |                            |                            |                           |                            |                           |
| <b>total (raw)</b>   | <b>800</b>                 | <b>1,198</b>               | <b>8</b>                  | <b>22</b>                  | <b>379</b>                |
| <b>total (pmw)</b>   | <b>0.16</b>                | <b>0.06</b>                | <b>0.0008</b>             | <b>0.001</b>               | <b>0.02</b>               |

*Table 1.* Occurrences of non-adapted spelling variants of *Super Tuscan* in web-based corpora of Italian, English, French, Spanish and German

its higher frequency in web-based corpora in opposition to traditional general-language corpora is explicable by the inferable presence of a larger number of specialized texts in the former.

Still, as may be expected, Italian, the language in which the neologism was coined, shows the highest frequency, amounting to 0.16 pmw in the *Italian Web 2016* (column 2); English follows with a frequency score of 0.06 pmw in the *English Web 2013* (column 3); German earns third place, equalling 0.02 pmw in the *German Web 2013* (column 6); further apart, Spanish ranks fourth, totalling 0.001 pmw in the *Spanish Web 2018* (column 5); close to Spanish figures, French is last, reaching 0.0008 pmw in the *French Web 2012* (column 4).

#### 4.2.1. Super Tuscan in Italian

As reported in Table 1 (column 2), which includes data extracted from the *Italian Web 2016*, the most frequent non-adapted spelling in the singular is *Supertuscan* (277 hits) – example 1 (bold type added); with respect to the plural, *Supertuscans* (85 hits) recurs much more often in comparison to other variants – example 2 (bold type added).

(1) Il Sassicaia è stato il primo vino italiano ad affermarsi con successo all'estero, e quasi universalmente, riconosciuto come il capostipite di una nuova famiglia di vini italiani, chiamati **Supertuscan**<sup>27</sup> (*Italian Web 2016*).

(2) Dovuti al successo dei **Supertuscans**, gli impianti di Sangiovese in California sono aumentati significativamente durante l'ultimo decennio, specialmente a Napa e Sonoma, dove è talvolta tagliato con Cabernet<sup>28</sup> (*Italian Web 2016*).

Yet, it must be added that, along with a considerable frequency of non-adapted spelling variants of *Super Tuscan*, i.e. 0.16 pmw, as shown in Table 1 (column 2), the *Italian Web 2016* also includes 32 adapted Italian-looking spelling variants, as listed in Table 2, with an overall normalized frequency of 0.006 pmw. It thus seems suitable to conclude that adapted variants of *Super Tuscan* are only about one third of non-adapted ones, thus corroborating the preference for English-like variants in the Italian language (Petralli 1992b: 126; Pulcini 2002: 153; Furiassi 2008: 316).

More specifically, the most common adapted spelling variants in the singular are *Supertoscano* and *supertoscano* (5 hits each) – examples 3 and 4 (bold type added); the most frequent plural variant is *supertoscani* (9 hits) – example 5 (bold type added).

(3) Il Maremma DOC è una stella in rapida crescita nel panorama enologico italiano. Couvéé [*sic*] di base per il **Supertoscano** con Sangiovese, Cabernet Sauvignon e Merlot, brilla con una freschezza di frutta e un carattere vivace<sup>29</sup> (*Italian Web 2016*).

<sup>27</sup> All translations into English, preceded by 'Tr.', are to be intended as suggested by the author; the different renderings of *Super Tuscan* in each example are left as they appear in the original. Tr. Sassicaia was the first Italian wine to make a name for itself abroad and become almost universally recognized as the forefather of a family of Italian wines known as **Supertuscan**.

<sup>28</sup> Tr. Due to the success of **Supertuscans**, Sangiovese vineyards have significantly increased over the past decade in California, especially in Napa and Sonoma, where it is sometimes blended with Cabernet.

<sup>29</sup> Tr. The Maremma DOC is a fast-rising star in the Italian oenological panorama. As the base cuvée for the **Supertoscano** with Sangiovese, Cabernet Sauvignon and Merlot, it stands out with its fruity freshness and lively character.

| <i>Italian Web 2016</i>  |                    |
|--------------------------|--------------------|
| <b>spelling variants</b> | <b>occurrences</b> |
| <i>Supertoscano</i>      | 5                  |
| <i>Supertoscani</i>      |                    |
| <i>supertoscano</i>      | 5                  |
| <i>supertoscani</i>      | 9                  |
| <i>SuperToscano</i>      |                    |
| <i>SuperToscani</i>      |                    |
| <i>superToscano</i>      |                    |
| <i>superToscani</i>      |                    |
| <i>SUPERTOSCANO</i>      |                    |
| <i>SUPERTOSCANI</i>      |                    |
| <i>Super toscano</i>     |                    |
| <i>Super toscani</i>     | 1                  |
| <i>super toscano</i>     | 2                  |
| <i>super toscani</i>     | 2                  |
| <i>Super Toscano</i>     | 3                  |
| <i>Super Toscani</i>     | 1                  |
| <i>super Toscano</i>     |                    |
| <i>super Toscani</i>     |                    |
| <i>SUPER TOSCANO</i>     |                    |
| <i>SUPER TOSCANI</i>     |                    |
| <i>Super-toscano</i>     |                    |
| <i>Super-toscani</i>     |                    |
| <i>Super-Toscano</i>     |                    |
| <i>Super-Toscani</i>     | 1                  |
| <i>super-Toscano</i>     |                    |
| <i>super-Toscani</i>     |                    |
| <i>super-toscano</i>     | 1                  |
| <i>super-toscani</i>     | 2                  |
| <i>SUPER-TOSCANO</i>     |                    |
| <i>SUPER-TOSCANI</i>     |                    |
| <b>total (raw)</b>       | <b>32</b>          |
| <b>total (pmw)</b>       | <b>0.006</b>       |

**Table 2.** Occurrences of adapted spelling variants of *Super Tuscan* in the *Italian Web 2016*

(4) L'assaggio a stomaco vuoto è stato una botta, sentiamo nell'ordine un chianti base, un chianti invecchiato un paio d'anni, un chianti riserva, un **supertoscano**, un vinsanto spettacolare, una bella grappa, e un olio buonissimo<sup>30</sup> (*Italian Web 2016*).

(5) Al muro scaffali con belle bottiglie, riflesse da una carta dei vini niente male che lascia spazio anche a pezzi importanti, champagne e **supertoscani**<sup>31</sup> (*Italian Web 2016*).

#### 4.2.2. Super Tuscan in English

First and foremost, by observing the correlation between the data displayed in Table 1 (column 3), gathered from the *English Web 2013*, and the data retrieved from the COCA (see section 4.1), it is immediately clear that the occurrences of *Super Tuscan* in the former, a web-based corpus, are twice as many as those found in the latter, a traditional general-language corpus, i.e. 0.06 pmw versus 0.03 pmw.

As far as the *English Web 2013* alone is concerned, in the singular, the spaced compound *Super Tuscan* is the preferred choice by far (567 hits) – example 6 (bold type added); as for the plural, the matching *Super Tuscans* is much more frequent than other variants (284 hits) – example 7 (bold type added). The spaced-compound form *Super Tuscan* indeed coincides with the entries recorded in two international wine atlases written in English, namely Parr and Mackay (2018: 271) and Johnson and Robinson (2013: 170).

(6) You probably think of a **Super Tuscan** as a very pricey red wine from Tuscany and you are quite correct (*English Web 2013*).

(7) Perhaps you have heard of **Super Tuscans**. Way back some excellent Italian winemakers thumbed their nose at the official Italian winemaking regulations. They made wine the way they wanted it, not according to the book, whose major advantage was reducing the glut of inferior local grapes (*English Web 2013*).

On a final note, as shown in Table 1 (column 3), there are 17 occurrences of the demonym *tuscan/s* in the *English Web 2013* which display “lack of initial capitalization” (Herring 2012: 2339): *super-tuscan* (7 hits), *super tuscans* (5 hits), *super tuscan* (3 hits), *Super tuscan* (1 hit) and *Super-tuscans* (1 hit). This deviation from the norm is perhaps motivated by the fact that, whenever communication is mediated by the computer, standard spelling conventions are not always followed.

#### 4.2.3. Super Tuscan in French

Whereas the *French Web 2012* only provides 8 occurrences, i.e. 0.0008 pmw, of *Super Tuscan* in its non-adapted spelling variants, as illustrated in Table 1 (column 4), it is apparent that adapted French-looking spellings of *Super Tuscan* are almost ten times more likely to occur, as shown by the 74 occurrences, i.e. 0.007 pmw, displayed in Table

<sup>30</sup> Tr. The initial tasting on an empty stomach was a blow, we tried in sequence a basic chianti, a two-year-old one, a chianti riserva, a **supertoscano**, a spectacular vinsanto, a lovely grappa, and a very good oil.

<sup>31</sup> Tr. On the wall, shelves stacked with nice bottles, included in the wine list, which is not bad at all and also has room for important items, champagne, and **supertoscani**.

| <i>French Web 2012</i>   |                    |
|--------------------------|--------------------|
| <b>spelling variants</b> | <b>occurrences</b> |
| <i>Supertoscan</i>       | 1                  |
| <i>Supertoscans</i>      | 2                  |
| <i>supertoscan</i>       | 9                  |
| <i>supertoscans</i>      | 13                 |
| <i>SuperToscan</i>       |                    |
| <i>SuperToscans</i>      | 1                  |
| <i>superToscan</i>       |                    |
| <i>superToscans</i>      | 1                  |
| <i>SUPERTOSCAN</i>       |                    |
| <i>SUPERTOSCANS</i>      |                    |
| <i>Super toscán</i>      |                    |
| <i>Super toscans</i>     |                    |
| <i>super toscán</i>      | 7                  |
| <i>super toscans</i>     | 14                 |
| <i>Super Toscan</i>      | 10                 |
| <i>Super Toscans</i>     |                    |
| <i>super Toscan</i>      |                    |
| <i>super Toscans</i>     |                    |
| <i>SUPER TOSCAN</i>      |                    |
| <i>SUPER TOSCANS</i>     |                    |
| <i>Super-toscan</i>      | 1                  |
| <i>Super-toscans</i>     |                    |
| <i>Super-Toscan</i>      | 1                  |
| <i>Super-Toscans</i>     | 3                  |
| <i>super-Toscan</i>      | 1                  |
| <i>super-Toscans</i>     | 1                  |
| <i>super-toscan</i>      | 2                  |
| <i>super-toscans</i>     | 7                  |
| <i>SUPER-TOSCAN</i>      |                    |
| <i>SUPER-TOSCANS</i>     |                    |
| <b>total (raw)</b>       | <b>74</b>          |
| <b>total (pmw)</b>       | <b>0.007</b>       |

*Table 3.* Occurrences of adapted spelling variants of *Super Tuscan* in the *French Web 2012*

3. This finding further confirms French predilection for the adaptation of Anglicisms (Dardano 1994: 429; Humbley 2008: 85-89).

According to the data provided in Table 1 (column 4), taken from the *French Web 2012*, the most common non-adapted spelling variant in the singular is *Supertuscan* (4 hits) – example 8 (bold type added) and the most frequent plural variant is *Supertuscans* (2 hits) – example 9 (bold type added).

(8) Notre **Supertuscan** est un assemblage de Sangiovese, Cabernet-Sauvignon et Merlot. C'est un vin rouge musclé et puissant avec des arômes et des saveurs de petits fruits noirs, d'épice, de vanille, de prune, de cuir et de raisin<sup>32</sup> (*French Web 2012*).

(9) La cave offre une bonne sélection de vins Chianti Classico, Chianti Riserva et **Supertuscans** comme le Tignanello, le Solaia et le Sassicaia<sup>33</sup> (*French Web 2012*).

Conversely, by looking at the figures in Table 3, the most common adapted spelling variant in the singular is *Super Toscan* (5 hits) – example 10 (bold type added) and the most frequent plural variant is *super toscans* (9 hits) – example 11 (bold type added).

(10) Le **Super Toscan** de merlot était né. Un vin au bouquet épanoui, accentué de tanins fins et au corps harmonieux<sup>34</sup>. (*French Web 2012*)

(11) Le cabernet sauvignon a eu une histoire controversée en Toscane, particulièrement pour son rôle joué dans l'arrivée des **super toscans** au milieu des années 70<sup>35</sup>. (*French Web 2012*)

It must be mentioned that also two occurrences of *Super Toscane* and one of *super-toscane*, which comply with French orthographic rules for feminine adjectives, were found in *French Web 2012*; in addition, one occurrence of *supers toscans*, which applies the plural suffix -s to the combining form *super*, was encountered.

#### 4.2.4. Super Tuscan in Spanish

By comparing the *Spanish Web 2018* data regarding non-adapted and adapted Spanish-looking spelling variants of *Super Tuscan*, the difference in frequency scores is self-evident: adapted variants, as displayed in Table 4, amount to 163, i.e. 0.009 pmw, nearly ten times as many as non-adapted ones (Table 1), i.e. 0.001 pmw. This gap confirms the Spanish inclination toward the integration of Anglicisms (Calvi 1998: 33; Carrera Díaz 2000: 26).

<sup>32</sup> Tr. Our **Supertuscan** is a blend of Sangiovese, Cabernet-Sauvignon and Merlot. It is a powerful and intense wine, with aromas and tastes of black berries, spices, vanilla, plums, leather and raisins.

<sup>33</sup> Tr. The cellar offers a good selection of Chianti Classico, Chianti Riserva and **Supertuscans**, such as Tignanello, Solaia and Sassicaia.

<sup>34</sup> Tr. The Merlot-based **Super Toscan** was born. A wine with a flowery bouquet, emphasized by fine tannins and a harmonious body.

<sup>35</sup> Tr. Cabernet sauvignon has had a controversial history in Tuscany, especially due to the role it played in the advent of **super toscans** in the mid-70s.

| <i>Spanish Web 2018</i>  |                    |
|--------------------------|--------------------|
| <b>spelling variants</b> | <b>occurrences</b> |
| <i>Supertoscano</i>      | 5                  |
| <i>Supertoscanos</i>     | 12                 |
| <i>supertoscano</i>      | 25                 |
| <i>supertoscanos</i>     | 96                 |
| <i>SuperToscano</i>      |                    |
| <i>SuperToscanos</i>     |                    |
| <i>superToscano</i>      |                    |
| <i>superToscanos</i>     |                    |
| <i>SUPERTOSCANO</i>      |                    |
| <i>SUPERTOSCANOS</i>     | 1                  |
| <i>Super toscano</i>     | 1                  |
| <i>Super toscanos</i>    |                    |
| <i>super toscano</i>     | 4                  |
| <i>super toscanos</i>    | 3                  |
| <i>Super Toscano</i>     | 4                  |
| <i>Super Toscanos</i>    | 2                  |
| <i>super Toscano</i>     |                    |
| <i>super Toscanos</i>    |                    |
| <i>SUPER TOSCANO</i>     |                    |
| <i>SUPER TOSCANOS</i>    |                    |
| <i>Super-toscano</i>     |                    |
| <i>Super-toscanos</i>    |                    |
| <i>Super-Toscano</i>     |                    |
| <i>Super-Toscanos</i>    |                    |
| <i>super-Toscano</i>     | 1                  |
| <i>super-Toscanos</i>    | 1                  |
| <i>super-toscano</i>     | 2                  |
| <i>super-toscanos</i>    | 6                  |
| <i>SUPER-TOSCANO</i>     |                    |
| <i>SUPER-TOSCANOS</i>    |                    |
| <b>total (raw)</b>       | <b>163</b>         |
| <b>total (pmw)</b>       | <b>0.009</b>       |

**Table 4.** Occurrences of adapted spelling variants of *Super Tuscan* in the *Spanish Web 2018*

Moreover, as shown by the statistics concerning the *Spanish Web 2018*, which appear in Table 1 (column 8), the most common non-adapted spelling variants in the singular are *Supertuscan* and *Super Tuscan* (3 hits each) – examples 12 and 13 (bold type added), whereas the most frequent plural variant is *Super Tuscans* (9 hits) – example 14 (bold type added).

(12) La nariz es como la de un **Supertuscan** o un burdeos de Michel Rolland; jugoso en boca, con casta, largo, aunque no sin elegancia; podría despertar muchos temores en el mundo de los vinos<sup>36</sup> (*Spanish Web 2018*).

(13) Aquellos que no trabajan allí, quedarán por un momento sorprendidos: ¿Pero como, no estamos en el Chianti? Y este **Super Tuscan** ¿qué cosa es<sup>37</sup>? (*Spanish Web 2018*).

(14) Los **Super Tuscans** son generalmente a base de Cabernet Sauvignon, Cabernet Franc, Merlot y Sangiovese, pero obviamente cada hacienda tiene su ¡receta personal<sup>38</sup>! (*Spanish Web 2018*).

Regarding adapted spelling variants, data from the *Spanish Web 2018* (Table 4) reveal that *supertoscano* (25 hits) – example 15 (bold type added) – and *supertoscanos* (96 hits) – example 16 (bold type added) – are the most frequent variants in the singular and the plural respectively.

(15) Desde ese momento, inicia un idilio con la variedad bordelesa que le ha llevado a concebir el mejor “**supertoscano**” diseñado con esta casta<sup>39</sup> (*Spanish Web 2018*).

(16) Los **supertoscanos** despertaron el primer gran interés del mercado internacional por Italia, que después se extendió a zonas como Barbaresco, Barolo y Montalcino<sup>40</sup> (*Spanish Web 2018*).

Lastly, it is interesting to note that also the variant *Super Toscan* (1 hit), which complies neither with English nor Spanish orthography, was found in the *Spanish Web 2018*.

#### 4.2.5. Super Tuscan in German

An overall comparison between the instances of *Super Tuscan* in the *German Web 2013* in its non-adapted and adapted German-looking spelling variants, as shown in Table 1 and 5 respectively, reveals that the latter are much less common, i.e. 0.008 pmw, than the former, i.e. 0.02 pmw. The fact that in the majority of cases *Super Tuscan* “has

<sup>36</sup> Tr. The nose is like that of a **Supertuscan** or a Bordeaux by Michel Rolland; juicy in the mouth, classy, long, although not without elegance; it could cause many concerns in the wine world.

<sup>37</sup> Tr. Those who do not work there would be surprised for a moment. But then, aren't we in Chianti? And this **Super Tuscan**, what is it?

<sup>38</sup> Tr. Although **Super Tuscans** are usually blends of Cabernet Sauvignon, Cabernet Franc, Merlot and Sangiovese, obviously each producer has their own personal recipe!

<sup>39</sup> Tr. From that moment an idyllic relationship started with the Bordeaux variety which made him conceive the best “**supertoscano**” designed with such class.

<sup>40</sup> Tr. **Supertoscanos** were the first to spark the worldwide interest of international markets in Italy, which then spread to areas such as Barbaresco, Barolo and Montalcino.

| <i>German Web 2013</i>   |                    |
|--------------------------|--------------------|
| <b>spelling variants</b> | <b>occurrences</b> |
| <i>Supertoskan</i>       |                    |
| <i>Supertoskaner</i>     | 125                |
| <i>supertoskan</i>       |                    |
| <i>supertoskaner</i>     |                    |
| <i>SuperToskan</i>       |                    |
| <i>SuperToskaner</i>     |                    |
| <i>superToskan</i>       |                    |
| <i>superToskaner</i>     |                    |
| <i>SUPERTOSKAN</i>       |                    |
| <i>SUPERTOSKANER</i>     | 1                  |
| <i>Super toskan</i>      |                    |
| <i>Super toskaner</i>    |                    |
| <i>super toskan</i>      |                    |
| <i>super toskaner</i>    |                    |
| <i>Super Toskan</i>      |                    |
| <i>Super Toskaner</i>    | 9                  |
| <i>super Toskan</i>      |                    |
| <i>super Toskaner</i>    |                    |
| <i>SUPER TOSKAN</i>      |                    |
| <i>SUPER TOSKANER</i>    |                    |
| <i>Super-toskan</i>      |                    |
| <i>Super-toskaner</i>    |                    |
| <b>total (raw)</b>       | <b>135</b>         |
| <b>total (pmw)</b>       | <b>0.008</b>       |

*Table 5.* Occurrences of adapted spelling variants of *Super Tuscan* in the *German Web 2013*

not (yet) adapted to the system of the mother tongue with respect to [...] spelling and/or grammar” (Kettemann 2002: 255-256) may lead scholars to consider it as a “foreign word” in German.

The findings illustrated in Table 1 (column 6) unveil that the most common non-adapted spelling in the singular is *Supertuscan* (86 hits) – example 17 (bold type added); as far as the plural is concerned, *Supertuscans* is much more likely to occur in comparison with other variants (93 hits) – example 18 (bold type added).

(17) Tignanello war der erste **Supertuscan**, bis heute zählt er zu den bekanntesten Weinen der Welt<sup>41</sup> (*German Web 2013*).

(18) Den ersten Meilenstein für die heute begehrten **Supertuscans** legte in den 60er-Jahren die Weindynastie Antinori mit ihrem legendären Tignanello, einer Meisterkomposition aus autochthonen und internationalen Sorten – einer dazumal bahnbrechenden Revolution<sup>42</sup> (*German Web 2013*).

In relation to adapted variants of *Super Tuscan*, 135 in total, i.e. 0.008 pmw, as listed in Table 5, no occurrence was found for the singular while the most common plural spelling is *Supertoskaner* (125 hits) – example 19 (bold type added).

(19) Die Entwicklung der **Supertoskaner** hat einige Dinge aufgezeigt: so ist es offensichtlich, dass neben den einheimischen Rebsorten einer Region auch andere Sorten gute Qualitäten produzieren können<sup>43</sup> (*German Web 2013*).

German seems to be the language with the highest variability as far as the spelling of *Super Tuscan* is concerned. Indeed, with specific reference to adapted variants, in addition to one occurrence of *Super toskanischen*, complying with the case system of German, also the following spellings, adhering to neither German nor English canons, were found in the *German Web 2013*: *Super-Toscaner* (5 hits), *Supertoscan* (3 hits), *Supertuscans* (3 hits), *Supertoskaner* (3 hits), *Super Toscans* (3 hits), *Super-Toscans* (2 hits), *Super-Toscan* (1 hit), *Supertuskan* (1 hit), *Supertuskans* (1 hit) and *Super-Tuskans* (1 hit).

## 5. Conclusion

Table 6 summarizes the total frequencies, raw (line 5) and normalized (line 6), of *Super Tuscan* in both its non-adapted (extracted from Table 1) and adapted spelling variants (extracted from Tables 2 to 5) in order to allow for a quantitative cross-language comparison and the attendant assessment of the impact of *Super Tuscan* in Italian, French, Spanish and German.

<sup>41</sup> Tr. Tignanello was the first **Supertuscan**, still one of the best-known wines all over the world to this day.

<sup>42</sup> Tr. As far as contemporary **Supertuscans** are concerned, a milestone was marked in the 60s by the wine dynasty Antinori with the legendary Tignanello, a blend of local and international varieties – a revolution at that time.

<sup>43</sup> Tr. The growth of **Supertoskaner** demonstrated a few things: it is now obvious that, in addition to local regional grapes, even other varieties may reach good quality levels.

| spelling variants  | <i>Italian Web<br/>2016</i> | <i>French Web<br/>2012</i> | <i>Spanish Web<br/>2018</i> | <i>German Web<br/>2013</i> |
|--------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|
| non-adapted (raw)  | 800                         | 8                          | 22                          | 379                        |
| non-adapted (pmw)  | 0.16                        | 0.0008                     | 0.001                       | 0.02                       |
| adapted (raw)      | 32                          | 74                         | 163                         | 135                        |
| adapted (pmw)      | 0.006                       | 0.007                      | 0.009                       | 0.008                      |
| <b>total (raw)</b> | <b>832</b>                  | <b>82</b>                  | <b>185</b>                  | <b>382</b>                 |
| <b>total (pmw)</b> | <b>0.17</b>                 | <b>0.008</b>               | <b>0.01</b>                 | <b>0.03</b>                |

**Table 6.** Occurrences of non-adapted and adapted spelling variants of *Super Tuscan* in traditional general-language corpora and web-based corpora of Italian, French, Spanish and German

By taking into account both non-adapted and adapted variants of *Super Tuscan*, Italian is the language in which its frequency is the highest, i.e. 0.17 pmw in the *Italian Web 2016* (column 2); a long way off, German ranks second, with a frequency of 0.03 pmw in the *German Web 2013* (column 5); Spanish follows closely, totalling 0.01 pmw in the *Spanish Web 2018* (column 4); finally, not far from Spanish scores, *Super Tuscan* in French reaches 0.0008 pmw according to the data extracted from the *French Web 2012* (column 3). Not surprisingly, the various tiers listed above mirror the hierarchy of languages established with reference to the analysis of non-adapted spelling variants of *Super Tuscan* (see section 4.2).

From Table 6 (lines 2 and 4) it can also be inferred that, contrary to Italian – an exception within the Romance languages, in that it seems to prefer the incorporation of non-adapted Anglicisms – French and Spanish tend to adapt Anglicisms to their spelling conventions, *Super Tuscan* being a case in point. As for German, it must be mentioned that, being a Germanic language like English, non-adapted instances of *Super Tuscan* are much more frequent, i.e. 0.02 pmw, than adapted ones, i.e. 0.008 pmw.

The data collected throughout this analysis demonstrate that *Super Tuscan* is indeed a fully-fledged internationalism (or Europeanism), not only because it is widespread in several languages in its English-looking form but also as it is largely encountered as adapted to the spelling conventions of these recipient languages. Besides, the considerable number of variants of *Super Tuscan*, both non-adapted (Table 1) and adapted (Tables 2 to 5), in all the languages considered may be due to how users, be they laypeople or subject-field specialists, freely manipulate terms (and words), an instance of wine terminology in this specific case; this practice, however, contradicts the principle according to which terminology should be (quite) fixed – spelling standards included (Cabr  Castellv  1999: 94, 118).

As far as its earliest attestation in written sources is concerned, despite the fact that some of the corpora investigated do not allow the analyst to retrieve the exact date of each occurrence, it can be said with fair certainty that, although it was coined in Italy in the 1970s, *Super Tuscan* first appeared in English in 1994 (*COCA*), in Italian in 1996

(Zingarelli), in German in 2004 (*DeReKo*), in French in 2012 (*French Web 2012*) and in Spanish in 2013 (*CdE*)<sup>44</sup>.

The question remains as to whether *Super Tuscan* has undergone a process of de-terminologization proper. In other words, has *Super Tuscan*, primarily a technical term belonging to the wine sector, been incorporated into everyday language as a widely known word and, if so, has this occurred in all the languages studied or just in some? In this respect, as the quantitative corpus-based analysis carried out indicates (see Tables 1 and 6), *Super Tuscan* did enter the general vocabulary of Italian and, though later and to a more limited extent, also French, Spanish and German<sup>45</sup>: this statement is further supported by lexicographic evidence indicating that Italian is the only language, among those analysed, whose general-purpose dictionaries, namely *Devoto-Oli* (2014), *Treccani* (2003) and *Zingarelli* (2018), include *Super Tuscan* among their entries (Furiassi 2019: 34-35)<sup>46</sup>.

However, it must be kept in mind that de-terminologization develops along a continuum, starting from the term acquiring “shallower meaning” and, via “added connotations”, ending in proper “dilution” (Meyer and Mackintosh 2000: 114-115)<sup>47</sup>. From this restrictive perspective, *Super Tuscan* is definitely not a diluted term and therefore has not been de-terminologized *sensu stricto* in any of the languages examined<sup>48</sup>.

All in all, exploiting an English-looking and English-sounding phrase in order to designate a new style of Italian wine and even positively connote it by providing it with the cosmopolitan allure conferred by the ubiquitous prestige of the English language undoubtedly implies a deliberate act on the part of its inventors. Although at the beginning Tuscan winegrowers orientated themselves towards the North American customer base, in their heyday, Super Tuscan wines did conquer sophisticated international palates and, along with them, contributed to the global spread of the pseudo-English internationalism *Super Tuscan*.

<sup>44</sup> In order to retrieve the date of first attestation of *Super Tuscan* in French, the only viable means was to rely on the year in which the texts included in the *French Web 2012* were collected, namely 2012.

<sup>45</sup> The fact that at times it appears between single or double inverted commas, italicized or in bold type in the corpora considered indicates that, *per contra*, the writer still feels the need to emphasize the terminological nature of *Super Tuscan*.

<sup>46</sup> As for English, *Super Tuscan* is found neither in the *Merriam-Webster* (2002-2019) nor the *OED* (1989-2019); regarding French, it does not appear in the *Larousse* (2019), the *Petit Robert* (2007) and the *TLFi* (1994-2019); as far as Spanish is concerned, it is not recorded in the *DRAE* (2018); with regard to German, it is not attested in the *Duden* (2018). On a final note, with reference to Italian general-purpose dictionaries, it is worth pointing out that the *Devoto-Oli* does not add any semantic field label to the corresponding entry, the *Treccani* (2003) marks it as a “neologismo”, En. ‘neologism’, and the *Zingarelli* (2018) adds the label “enol.”, En. ‘oenology’, to specify that the circulation of *Super Tuscan* might be regarded as limited to the specialized sector of wine making.

<sup>47</sup> An instance of “shallower meaning” is represented by the medical term *insomnia*: this word retains its core domain-specific denotation but, being no longer used only by subject-matter experts, is viewed by laypeople in a more superficial sense. An example of “added connotations” leading to “dilution” is *home run*, originally a baseball term, which now means, via metaphor, ‘success’: though still sharing some characteristics with the meaning in the specialized field of origin, this word describes a different concept.

<sup>48</sup> See Nová (2018: 388-389) for the use of “sensu lato” and “sensu stricto” within de-terminologization.

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