

APPENDIX A

		M-M	M-M2	M-NM
Text 1	(1) <i>Arms race</i>	corsa alle armi/ agli armamenti; braccio di ferro	scontro; sfida	competizione; battaglia
	(2) <i>Kicks off</i>	calcio di inizio	scoppia	inizia; comincia
	(3) <i>Face-off</i>	faccia a faccia	scontro; sfida	confronto
Text 2	(4) <i>Reach</i>	raggiungere	0.00	ottenere
	(5) <i>Peak</i>	picco	limite	massimo
	(6) <i>Turbocharge</i>	ricaricare	amplificare	incrementare
	(7) <i>Feeding</i>	nutrire	liberare	0.00
	(8) <i>Dishing out</i>	servirà	confezionerà	darà; consegnerà
Text 5	(9) <i>Uncover</i>	scoprire	svelare	prevenire
	(10) <i>Juicy</i>	succoso; succulento	appetitoso	interessante
Text 2	(11) <i>Bottle</i>	imbottigliare	0.00	avere
	(12) <i>Squeezing in</i>	concentrando	spremendo	includendo
	(13) <i>Hit</i>	colpo	0.00	vittoria
	(14) <i>Point</i>	punto	tiro	punta; vittoria
	(15) <i>Pack</i>	impacchettare	comprimere	0.00
Text 4	(16) <i>Rolls</i>	0.00	approda	raggiunge
	(17) <i>Big cheeses</i>	pezzi grossi	pesci grossi	nomi/persona importanti
Text 5	(18) <i>Jam-packed</i>	ripieni (di marmellata)	pieni fino all'orlo	pienissimi

Table 4: Translations of homonymic puns

		M-M	M-M2	M-NM
Text 1	(19) <i>Made the first move</i>	fece la prima mossa	colpi per primo	fu il primo
Text 2	(20) <i>Get our hands dirty</i>	sporcarci le mani	0.00	darsi da fare
Text 3	(21) <i>Take it cheesy</i>	prendila con un <i>cheese</i>	tirati su	rilassati
	(22) <i>Feeling blue</i>	vedi tutto nero?	ti senti giù/ giù di morale?	sei triste?
	(23) <i>Get a slice of the action</i>	avere una fetta dell'azione	assaggiarlo	prenderne una fetta; trovarlo
	(24) <i>Go nuts</i>	esci di testa	0.00	impazzisci; scegli le noccioline

Text 4	(25) <i>Go emmental</i>	imbufalisciti	esci di testa	scegli l'emmental
Text 5	(26) <i>Take the pith</i>	0.00	arrivano al succo	rubano le bucce; prendono il succo
	(27) <i>Caught orange-handed</i>	colti con le mani nel sacco (di arance)/ nella marmellata	colti in fallo	catturati
	(28) <i>On a-peel</i>	avranno salva la buccia	avranno salva la pelle; la passeranno liscia	si salveranno; scivoleranno

Table 5: Translations of idiom-based puns

APPENDIX B

Text 1

HOW TO WIN THE SKI RESORT ARMS RACE

This season's competition to be the biggest territory proves that size matters.

It might be all twinkling snow on the slopes, but behind the scenes of Europe's ski resorts there's a rumbling, as the biggest arms race in history kicks off. This season, the competition is on for the title of Europe's largest skiable territory in a 'mine's bigger than yours' face-off.

Austria's Arlberg made the first move with its new Flexenbahn cableway linking eight ski areas. "Size matters," says Caroline Melmer, of Ski Arlberg. "We didn't build the lift to make a profit, but to be on that all-important list of the biggest ski zones." For François Badjily, of Alpe D'Huez, it's all about status: "Having the most kilometers of pistes gets us noticed." So what's in it for us? With access to more varied terrain, all on one ticket - plus new super-sized après ski scenes the size of Greenland (nearly) - we ain't complaining.

Text 2

HOW TO BOTTLE REALLY GOOD KARMA

Thought you'd reached peak smugness by squeezing in your five a day? What if you could turbocharge that glow by feeding your conscience too? Swedish smoothie maker froosh might be able to help. Its latest range comes in eco-friendly cans made from paper (karma hit 1), sourced from responsibly managed forests (karma point No 2). And half the fruit in froosh's bottles comes from developing countries (karma point No 3). Boom. "It's part of the DNA of our company to get our hands dirty and find out how fruit trading can change people's lives," says Brendan Harris, CEO of froosh, which gives new meaning to 'away day', prising staff in Stockholm, Oslo, Copenhagen and Helsinki away from their desks to dig holes and plant trees in Malawi, Ethiopia and Peru. Who knew you could pack so many good feels into 150ml?

Text 3

It's time to take it cheesy

FEELING BLUE? THERE'S A CHEESE FOR THAT. HERE'S WHERE TO GET A SLICE OF THE ACTION THIS MONTH.

The vegan one

Go nuts for cheese, whatever your dietary requirements, with vegan cheese expert Cashewbert. Its Berlin shop sells cashew-based cheeses and make-your-own kits, but this month (on the 16th) you can take a workshop run by the company in Madrid, and learn how to curdle plant-based milks and mould-ripen 'cheese' made with nuts. Because plant-based people deserve toasties too. *Fly to Berlin or Madrid*

Text 4

The massive one

Swedish turophiles – that's your official title, cheese fiends – will be going absolutely emmental at the annual Ost Festivalen, which rolls into the Münchenbryggeriet building in Stockholm on 15-17 February. As well as producers' stalls, tastings, and wine and beer matchings, a panel of industry big cheeses will be dishing out medals to the best. *Fly to Stockholm*

Text 5

Spanish robbers take the pith

COPS WHO FLAGGED down a trio of cars in Seville weren't expecting to uncover a juicy crime, so imagine their surprise upon discovering 4,000 kg of oranges nicked from a nearby warehouse. The vehicles were jam-packed with the local crop, but, despite being caught orange-handed, the thieves will no doubt (wait for it) get off on a-peel.