

Ad copy for a coffee shop

Translated by Yana (yanabu.translations@gmail.com)

Translated Text

The rise and grind: waking up or getting out of bed to the beginning of yet another dull (boring!) day.

That's what it means when translated literally, but the word "grind" means steadily hammering at something as you devote yourself to it, and it is often used with a positive nuance, encouraging you to wake up and do your best for today.

The message behind "Rise and grind. Good time, good drink," is about getting up in the morning and taking some time off your daily grind to drink delicious coffee before going back to giving it your all.

We hope that we can brighten up even a bit of your daily grind!

Original Text

RISE AND GRIND =「ベッドを出て(起きて)また退屈な(単調な)日常(の始まり)」

直訳すると上記のような意味ですが、GRINDという単語にはコツコツと何かに打ち込むという意味があり、「起きて今日もがんばろうぜ」のようなポジティブなニュアンスでよく使われます。

RISE AND GRIND. GOOD TIME,GOOD DRINKには

朝起きて、仕事に行くという単調な毎日に少しの時間でも美味しいコーヒーを飲んでまた頑張ろうというメッセージが込められています。

単調な毎日に少しでも刺激を与えられればと願っています。