

***TELL ME YOUR FAVOURITE URBOCHREMATONYM
AND I'LL TELL YOU IF YOU'RE A HIPSTER***

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***Abstract:**In the era of hipsters, of brewing craft beer or cold brewed coffee, of minimalism and of quality food, naming a restaurant, a café or a pub is of great importance. Our comparative study focuses on analyzing urbochrematonyms in two cities: Cluj-Napoca, Romania, and Regensburg, Germany. We will examine names of restaurants, pubs and cafés in these two cities, trying to establish to what extent the influence of foreign languages and cultures is reflected in their naming. We will highlight the naming mechanisms used by their owners as marketing strategies. This analysis will indicate the naming trends in two urban places, our focus being the better understanding of how managers use mental representations of global and glocal concepts in order to achieve uniqueness.*

***Keywords:** urbochrematonyms, globalization, glocalization, discursive strategies, marketing strategies*