



NARRATÈ®

zodiaci essentiae

Unique stories and blend,
to discover the essence
of the 12 Signs

CONSUMER

By Narraf^ood srl



- milan -

•• YOU'VE NEVER DRUNK SUCH AN ASTROLOGY ••

NARRATÈ® FORMAT

Narratè® is a real narrating tea, which combines two millenary traditions: tea and reading. **To the tea bag, we have linked a small book, whose reading lasts 5 minutes of infusion time.** This original editorial format of edutainment, unique in the world, allows living a valuable experience during a time, the waiting one, which is often misspent. Thanks to Narratè®, waiting turns into emotion. A peaceful and quite moment, a cuddle for mind and mouthfeel (and no contraindications to the ideal weight). A pleasant way to get away from the schizophrenic digital voyeurism of today, and to take back our time. At least for 5 minutes.

ZODIACI ESSENTIAE SERIES

After four years from its birth, and after the first 15 titles, in November 2019 the new NarraLife series of Narratè® line was born: **Zodiaci Essentiae. Is there any needs for this? We do think so. It helps us showing how this amazing format is adaptable, by dealing with such a popular topic, and how it can easier spread.** Moreover, nobody has never drunk such an astrology! Many teas are inspired by Zodiac, like a multitude of books speaks about Signs, but none of them has never presented these themes like us: **the essence of each of the 12 Signs through an original story to be read during the tea brewing time.** Choosing Latin names is a tribute to Ovidio (Pisces): he enumerated Zodiac Signs names over two thousand years ago, in *Delle Poesie Malinconiche* (Book IV, page 137). Thanks to this choice, we can emphasize archaism and use a still universal language.

ELEG. VII. 137
per memoria i Segni del Zodiaco in questi due
versi; Sunt Aries, Taurus, Gemini, Cancer,
Leo, Virgo, Libraque, Scorpius, Arcitenens,
Capri, Amphora, Pisces. Chi vuol saperne di
più, e specialmente de' Circoli Polari, de' Polis-
delle Zone, che sono cinque, una detta Torrida
tra l'Equatore, e i due Tropici, due Temperate
tra i Tropici, e i circoli polari e due Frigide tra
i Circoli Polari, e i Poli, così pure della Latitu-
dine ch'è la Elevazione del Polo, o la distanza
del luogo dall'Equatore, e della Longitudine,
ch'è la distanza dal primo Meridiano, e final-
mente del Meridiano stesso, e di molte altre cose,
che appartengono alla Sfera, legga gli Astro-
nomi, e i Geografi.

ASTROLOGY IS FEMALE

We are particularly pride of our project, as **it is total female**: from Irene Zanier (oroscopodelmese.it), author on the rise, to the editorial team (editing and translations), to the audio-stories, read by the classy dubber Eleonora De Angelis (Jennifer Aniston's Italian voice, among the others).

VOICE TO THE STARS! (Italian only)

As just mentioned, the first evident novelty is the chance to hear the stories (instead of reading or accompanying it) by voice actress Eleonora De Angelis' impressive skill. This was made possible by VixVocal (www.vixvocal.it), the first app on dubbing, which reveals faces and voices of this art of Italian excellence. They have believed in this project as much as us and for this we want to thank them sincerely.

NEWS IN NOVELTIES (Italian only)

A QR code, into Narratè® books, leads to audio-story and to multimedia contents, specific for each Signs: from oddities (medical astrology, zodiac anatomy, zodiac of dogs/cats, Chinese zodiac, the innermost fear and the position of Kamasutra) to the monthly horoscope, to the possibility to get personal advices (run by the author entirely).

OUR INGREDIENTS

Narratè® is like an emotional sand-glass with three ingredients: time, blend and stories. We guarantee magic of the first through quality, the care and competence preparing the other two. That's why we are maniacally committed in every detail, as we are aware that perfection doesn't belong with us, but attention does.



OUR PRODUCTION

The production final step is the hand-made linking of teabag with the booklet. We have chosen to collaborate with some Italian social cooperatives: it is a way to give to the underprivileged a chance of social integration.



OUR TEA BAG

Our teabag is enough to make two cups of tea. All blends are unique, and formulated ad hoc for each story. They contain whole leaf teas, the flavours are not artificial but obtained through first choice natural ingredients.



OUR PRINTING

We press in a historical printing house in Milan, that uses recycled paper and paperboard. The out of standard format, the small runs, the use of heat embossed metal plates and fluo inserts for the cover, finally the binding with two staples need high skills and competences.

The product results as a small made in Italy excellence, to be collected, title to title, after reading.





Booklet - cm 9 x 10 (closed). 24 pages, printed in offset on recycled paper. Bookbinding with 2 staples. Closing with adhesive dots; expiry date on.



AUTHOR | Irene ZANIER - [OROSCOPOdelMESE.it](https://www.oroSCOPOdelMESE.it) | [f LunAstrologica](https://www.facebook.com/LunAstrologica)

Astrologist by choice, Astro Coach and Blogger by passion, Irene was born under the Aries Sign. As she is from Palmanova (the star shaped town), and maybe because of her strong interest, since her childhood, in courting soul with unusual instruments, she have matched psychological to esoteric and astrological studies.



HAND ASSEMBLED



2 LANGUAGES

Special pages - After reading, 3 pages follow with short information and oddity about the protagonist Sign



THE IMAGE HAS ONLY THE PURPOSE OF SUBMITTING THE PRODUCT



green = thermoprinting / silver metal

fluo adhesive dot

pink fluo printing

recycled paperboard



Multimedia content (in italian only)

Thank to a QR code on the penultimate page, it is possible to have access to the multimedia content and to reach the author, in order to make specific requests.



Also audio, with Jennifer Aniston's voice thank to (in italian only)

vixVOCAL
www.vixvocal.it

Dubber Eleonora De Angelis (of Taurus), Jennifer Aniston's Italian voice, read the 12 stories for us. Grown in a family of actors, dubbers and musicias, she graduated from Accademia d'Arte Drammatica, then she majored in voice-acting.

Tea bag - cm 7 x 9 x 0,15 - It contains 3 grams of high quality leaf tea, with natural flavors and every U.E. certification. It is packaged in protective bag: single dose, thermosealed, in plastic food. **Each zodiac sign has its specific blend (this is the Scorpio's blend).**



Ceylon black tea | Ginger | Strawberry | Sultanas | Pink pepper

ARIES



Ceylon black tea | black Indian tea | Saffron | Cinnamon | Pink pepper | Goji

ARIES – An Aries is an energetic and enthusiastic person. He is a pioneer and an adventurer, he loves challenges, freedom and new ideas. He is independent, focused on his ambitions and goals. His enviable energy leads him to be sometimes aggressive, restless, argumentative and headstrong. To offend an Aries is easy, as to make up with him is hard. He is used to be honest and frank in his relationships, and fair with his friends, even if he could hurt them in their sensitiveness. For such reasons, our Aries selected blend has a **net and strong** flavor: it is an elegant blend of two fine **black teas**, **Ceylon** and **Indian** one. **Goji berry** gives to the blend a touch of energy, as **pink pepper** brings some aggressiveness and **saffron** and **cinnamon** give off passion and libido. All the ingredients are selected to represent and exalt Aries features, and to return their delicious essence to the mouthfeel.

• Retail price € 4.90 | ISBN 978-88-85507-16-6

LEO



Ceylon black tea | Rooibos | Bergamot | Rose hip | orange blossoms | Sunflower | Star anise

LEO – Leo is the dominant Sign. He loves luxury and power, he is creative and outgoing, king among humans, as lions are among animals. He has ambition, strenght, bravery, independence and full faith in his own abilities. Great speaker, analytical, handsome, passionate, unpredictable. Even if a too negative Leo can result as arrogant, prickly and bad tempered, Leo is usually kind, idealistic and smart. He loves long lastin relations, far as they are full of passion. For such reasons, we have formulated an unique blend, that is **rich, energetic and fine**. A lavish mixture of **black Ceylon leaf tea**, plenty of finest flavors, like **Calabrian bergamot**, **South-African rooibos**, **orange blossoms** and **rose hip**. **Sunflower petals** and **star anise** represent the Sun, dominant planet. All the ingredients are selected to represent and exalt Leo features, and to return their delicious essence to the mouthfeel.

• Retail price € 4.90 | ISBN 978-88-85507-20-3

SAGITTARIUS



Ceylon black tea | Strawberry | Orange rind | Rose hip | Lemongrass | Black pepper | Pink pepper

SAGITTARIUS – Sagittarius is one of the most positive Sign. Natural, romantic, sweet and attractive. He is versatile, he loves adventure and the unknown. He is open-minded and well-disposed towards new ideas and experiences. Those are born under this Sign are honest, kind and truthful. They are ready to fight for the worthy causes they come across. They need to feel free. Sometimes they prefer professional interests to their partners' ones. They like beginning new projects and learning, they are intuitive and good organizers. Even if generous, they are also watchful, so they are good in managing situations and projects. For Sagittarius, we have selected an exlusive blend, **citrusy** and **bustling**. A fresh and positive mixture of **Ceylon black leaf tea**, to which we have added the energetic **orange rind**, the sweet **strawberries** and **rose hip**, the vivid **lemongrass** and lastly the cheerful taste of **pepper** (both **black** and **pink**). All the ingredients are selected to represent and exalt Sagittarius features, and to return their delicious essence to the mouthfeel.

• Retail price € 4.90 | ISBN 978-88-85507-24-1

TAURUS



Ceylon black tea | black Indian tea | Mint | Fennel | Blackcurrant leaves

TAURUS – Strongly outgoing, he loves to help needing people. Taurus has a very interesting personality, but he is also stubborn and sometimes aggressive. The most attractive person on Earth. As he loves beautiful things, he is often fond of art and music. He deeply loves life pleasures, as luxury, good food and beverage. Because of that, our unique Taurus blend gives off a warm, **smooth** and **sensual** taste. An elegant blend of **two fine black teas**: Ceylon and Indian one. The **blackcurrant leaves** helps digesting and healing some inflammations (often caused by the Sign gluttony), with the unique and seducing taste of **mint**, and with the officinal aftertaste of **fennel**. All the ingredients are selected to represent and exalt Taurus features, and to return their delicious essence to the mouthfeel.

• Retail price € 4.90 | ISBN 978-88-85507-17-3

VIRGO



Ceylon black tea | Mint | Elderflower | lemon rind

VIRGO – Dominating, clever, brilliant. He likes to call the shots. Virgo, which is the only Sign to be represented by a woman, is particular for his accuracy, his conventionalism, his discretion and his eagerness. He can seem cold sometimes: finding true friends is hard to him, indeed. He is decent, friendly and funny with others. He gladly helps people and solves their problems, with the ability he often lacks to him in relations. Many of his relations are shallow actually, because Virgo doesn't trust giving control of his feelings to others: he prefers to be distant even if kind. Because of that, we have chosen an unique blend, **light** and **refreshing**. A fine mixture of **Ceylon black tea** and traditional flavors, selected to release an exact taste, due to **mint** and **elderflowers**. **Lemon rind** calls the shots. All the ingredients are selected to represent and exalt Virgo features, and to return their delicious essence to the mouthfeel.

• Retail price € 4.90 | ISBN 978-88-85507-21-0

CAPRICORN



Ceylon black tea | Apple | Fig | Cherry leaves | Cinnamon | Vanilla

CAPRICORN – Smart, sexy, hard to resist, sure what he wants. A Capricorn demands much from the others, just because he demands much from himself first. He is discreet with strangers and he probably has few good friends, towards whom he is completely loyal. He is not one of the happier Signs, so much that he can indulge to melancholy and pessimism. He may achieve emotional stability through meditation, breath, yoga as well as through other activities that help relaxation and control emotions. For these reasons, we have chosen an unique blend, **sensual** with a **soft bitter hint**. An irresistible mixture of **Ceylon black leaf** Signs, which blends in with **vanilla** and **cinnamon** sensuality, the delicacy of **apple** and **fig**, and that ends with a delightful bitter counterbalance of **cherry leaves**. All the ingredients are selected to represent and exalt Capricorn features, and to return their delicious essence to the mouthfeel.

• Retail price € 4.90 | ISBN 978-88-85507-25-8

GEMINI

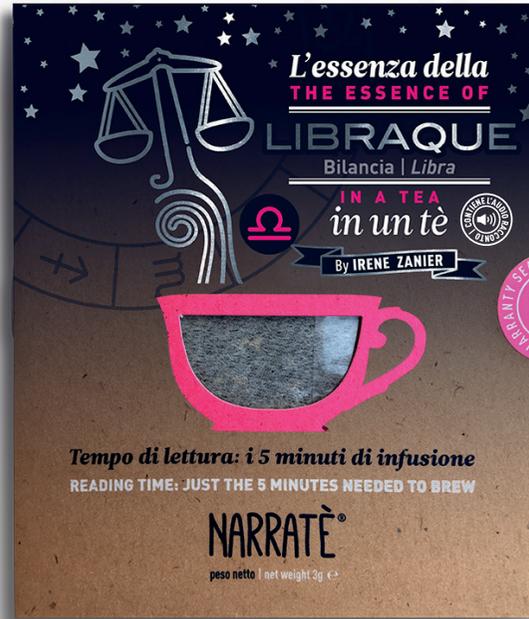


Ceylon black tea | jasmine green tea | Fireweed | Oregano flowers | Lemon rind

GEMINI – According to Gemini, life is a game of continuous search for new and funny situations. He likes challenges, that he starts with enthusiasm even if he don't ends them always. He is a good listener and lover, he is dependable, vibrant, often in good mood, chatty and romantic. With their generous and strong smile, Gemini people have a dual nature: on one hand they are flexible, on the other hand they seem to be insincere. We have been inspired by such peculiar traits to formulate an exclusive blend: it is **surprising** thanks to a color change during the infusion (due to **oregano flowers**) and with an **unexpected aftertaste**. A vigorous blend, made of fine **leaf teas: Ceylon black** and **jasmin green**. It has the versatility of **fireweed flowers** and the pleasant, unexpected aftertaste of the **lemon rind**. All the ingredients are selected to represent and exalt Gemini features, and to return their delicious essence to the mouthfeel.

• Retail price € 4.90 | ISBN 978-88-85507-18-0

LIBRA



Darjeeling black tea | Indian black tea | rose petals | strawberry

LIBRA – Pleasant, funny, sweet and charming. A Libra has fascination, elegance and good taste, he is kind and peaceful. Lover of beauty and harmony, he can be unbiased in disputes. He does not love routine, as he is very curious. Curiosity can be a virtue, if applied to discover new things, but also a defect, when it brings to a morbid fascination for others' life. Those are born under this Sign are good friends and fellows, since they can understand others' opinion and accept their defects. They are romantic and emotional in relations. For these reasons, we have imagined a simple taste, **balanced and beautiful** to see unique blend. An harmonic mixture of two **black leaf teas, Darjeeling** and **Indian** one, with the elegant beauty of **rose petals** and the sweetness of **strawberries**, for a fine and balanced flavor. All the ingredients are selected to represent and exalt Libra features, and to return their delicious essence to the mouthfeel.

• Retail price € 4.90 | ISBN 978-88-85507-22-7

AQUARIUS



Sencha green tea | Hyson green tea | Orange blossoms | Rose hip | Orange rind | Vanilla

AQUARIUS – Dependable, attractive, elegant and unpredictable. There can be two kinds of Aquarius: the shy, sensitive and patient one; and the vibrant one, who hides his deep self under a frivolous look. They are both persistent, genuine, honest. They are able to change their own opinions. They are interested in truth and ready to learn by everyone, but they refuse to follow the crowd. Sometimes, they need to run away in order to meditate and think. For these reasons, we have selected an unique blend, that can combine the two Aquarius kind. It is at once **traditional and exotic**. A fine mixture of exotic **green leaf teas**, like **Sencha** and **Hyson**, with delicious traditional flavors: **orange blossoms, rose hip, orange rind and vanilla**. All the ingredients are selected to represent and exalt Aquarius features, and to return their delicious essence to the mouthfeel.

• Retail price € 4.90 | ISBN 978-88-85507-26-5

CANCER



White tea | Silver Needle | Orange flowers | Linden flowers | Sultanas | Blackberry leaves | Vanilla

CANCER – Cancer seems to be determined, strong, stubborn, tough, energetic, wise and intuitive, but those who know him deeply, they can see a very different kind of person, with a great sensitivity that can reveal an unsafe inner fragility. Due to that, Cancer often feels inferior. He is astonishing, romantic, creative, daydreamer and often shy. Cancer has a vivid imagination, that brings him to have a huge empathy but also to build his own life according to a romantic ideal. For all that, we have formulated an exclusive blend, with a **sweet taste**, full of complex shading, with an unexpected flavor of **simplicity**. A tasty mix with predominant **white aromas** (white is the Sign color), made of two **white leaf teas**, **orange blossoms**, **linden blossoms**, **sultanas**, **blackbarries leaves** and **vanilla**. All the ingredients are selected to represent and exalt Cancer features, and to return their delicious essence to the mouthfeel.

• Retail price € 4.90 | ISBN 978-88-85507-19-7

SCORPIO



Ceylon black tea | Ginger | Strawberry | Pink pepper

SCORPIO – Smart, determined, passionate: he always gain what he wants. Scorpio is an intense Sign, he has a unique emotional energy in all Zodiac. He is awfully powerful, both in positive and in negative ways. He has outstanding persistence and willpower. He is the most ingenious one among all Signs, as long as he controls his darkness. When a Scorpio is able to use his huge energy constructively, he can be a social benefit and a excellent leader. Scorpio is the symbol of sex too: sex is a looking for spiritual ecstasy to him. Because of that, we have chosen a **stimulating, aphrodisiac** unique blend. An exciting mixture of **Ceylon black leaf tea**, with the **ginger** spiciness, the **strawberry** and **sultanas** mischief, lastly the **pink pepper** audacity. All the ingredients are selected to represent and exalt Scorpio features, and to return their delicious essence to the mouthfeel.

• Retail price € 4.90 | ISBN 978-88-85507-23-4

PISCES



Sencha green tea | Hyson green tea | Biluochun green tea | Rose hip | Lavender blossoms | Strawberry

PISCES – Kind but a little bit selfish, funny, lovely and helpful. Those born under this Sign have a quiet, patient personality. Pisces is mostly loved by everyone, since he has a pleasant nature, he is tender and he is not a threat to they whom are looking for power or popularity. Pisces would rather live emotionally than rationally; he doesn't like to be forced and he hardly comply conventions. For these reasons, we have chosen an **intense, energetic** and **positive** unique blend. It is an impressive mixture of **three green leaf teas**: **Sencha**, **Hyson** and **Biluochun**, with sugary and positive flavors like **rose hip** and **strawberry**, to end up with the energetic **lavender blossoms**. All the ingredients are selected to represent and exalt Pisces features, and to return their delicious essence to the mouthfeel.

• Retail price € 4.90 | ISBN 978-88-85507-27-2



SCRIGNO ZE

BASIC

Contains a Narratè® ZE of your choice, the NarraTazza (cup) and a TÈccuino (notebook). Shipping costs excluded.

SCRIGNO ZE

PREMIUM

Contains a Narratè® ZE of your choice, the NarraTazza (cup), a TÈccuino (notebook) and a Shopper bag. Shipping costs excluded.



BASIC
€ 25,00



PREMIUM
€ 30,00

N.B. The two chests are only available online at www.narrateworld.com

.. CONTACTS ..

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