



## NARRATÈ® THE READING THAT LASTS JUST THE INFUSION TIME.

**Narratè® is an original editorial format, a true narrating tea, which offers a quality reading during the 5 infusion minutes, through a small book attached to the tea bag.**

**The new “made in Italy” tea ceremony matches tasting with culture, beauty with good taste belonging to Italian lifestyle.** Our purpose is to make the waiting time for the infusion unforgettable to millions consumers.

Every short tale we are proposing aims to catch the very essence of a land, a character or a topic. The story goes on through the blend, which contains some selected, evocative ingredients for the narrated theme. It's a brand new beverage product looking at cultural entertainment and engagement marketing.

From 2015 to 2016, the first 3 editorial lines were born. They are represented by some colorful cups set in NarraFood logo and on the cover of each book. Among the 27 titles currently produced, the most relevant ones are **NarraLife** with 16 titles and two series: **KIDS** for children (the two tales of Piumini's Buongiorno) and the one dedicated to astrology **ZODIACI ESSENTIAE** (12 stories, one for each sign), besides two single titles (Love and Buddhism). Then comes **NarraPlanet** con 9 titles, of which 7 art cities, a land (Maremma) and a region (Sicilia); last but not least **NarraPeople** with 2 titles (Dante and Leonardo). All of these stories are **inedited** and **bilingual**, Italian and English.

In our authors' park we can proudly include writers such **Roberto Piumini** (published by over 70 publishing houses), **Gian Mauro Costa** (Sellerio), **Franco Bolelli** (Sperling & Kupfer), **Enrica Tesio** (Mondadori, Bompiani), Stefano D'Andrea (Baldini & Castoldi) and Elena Guerrini (Garzanti), such some rising debuting writers as Leonardo Malaguti (Exòrma Editore).

**The 27 blends**, as the stories, **are inedited** and **specifically realized**, using the best natural ingredients. We do want that the tales continue with the flavor: inspiration often comes from the text, but ingredients other times influence the tale. **Every tea bag is handmade** and it is enough to make two cups of excellent tea. Aside from choosing evocative ingredients according to flavor, we have also tried to use all **three kind of tea: black, green and white**, besides **roibos**, a caffeine free infuse mistakenly known as red tea.

We print in a historical Milanese typography, in limited edition that needs a particular and high professional manufacture. **Little dimensions, inserts of hot metallic typesetting, fluo ink, die cutting, and recycled paper and cardboard** make every small book **a little editorial precious**.

**The assembly is handmade** by a **social cooperative** from Milan: Il Sorriso. They have turned from clients to supplier, by making two no profit Narratè®.

In order to reach our consumers, **we distribute our product to independent bookshops directly**, or through **HoReCa, museum libraries, literary coffees, herbalist's shops and pharmacies**. We also sell it on our website, of course. We aim to reach souvenirs shops, terminals, seaports and stations in the next future, as well the old towns in the major cultural cities. It is possible to buy it both to drink it at moment and as a gift/souvenir.

**We have recently enrich our display system**, and we can now exhibit more titles (8 and 12). We currently have over 80 stores, while we started with only 6 just 2 years ago: it's **an increase of more than 1000%**. We are present in 15 regions. E-commerce in our website is different from the others: it offers some uncommon mix of titles through **TREASURE CHESTS**. Finally, on line only, we sell **our exclusive blend** with **ASSOLO** (to underline that there is no book).

**Wonder, empathy and synesthesia allow obtaining 5 attention minutes, so rare in our digital age**, even rarer if earned in an “analogical” way and thanks to food. An unconventional marketing has created an outside the box product and allowed us to have a place into the **company storytelling**.

We have achieved several and prestigious awards, such: being among the 20 finalists of Wine & Food Tourism of Invitalia and Mibac (2018) and **winning the prize for the Creative Business Cup for Italy** in 2015. We probably won the most important prize in 2014: it was an award from Regione Lombardia, a pre-seed notice for cultural and creative start-up. Thanks to that, we have the following year set up our production chain and we made a customized Narratè® for Sistema Bibliotecario Milanese, that has distributed it in the 25 city libraries during Expo 2015. **We want to thank sincerely these two public institutions.**

**Narratè®, the storytelling tea.**