

PRESS RELEASE

## **From *A cup of tea with Marco Polo*, to the *Short handbook on how to survive fascism*: the Narrafood publishing house presents its latest novelties at the Turin Book Fair.**

*From the spices of the Silk Road and the discoveries of Marco Polo (700 years after his death, written by Prof. **Vito Bianchi**), on suggestions on how to "resist" the false ideas of today's and yesterday's politics (edited by **Pippo Civati**), including the romantic and lively atmosphere in Paris, London and New York (based on the texts of **Ilaria Gaspari** and **Cristina Villa**): from 9 to 13 May at the fair, all the latest novelties will be presented by the publishing house, which offers a unique and original sensorial experience resulting from the reading of unpublished stories associated with 100% Italian, hand-made and organic infusions specifically created.*

>> Video: [Showreel](#)

>> New product sheet: [Prodotti 2024](#)

>>> <https://www.narrateworld.com/>

*Milan, 6 May* - What would Marco Polo tell us in 5 minutes, waiting for the tea infusion, to give us a taste of his trip to China? Or what essential suggestions on how to "survive" fascism and today's politicians would Pippo Civati give us at tea time? And how can we immerse ourselves in the scents and sensations of Paris, London or New York, while staying at home? These are the questions answered by the **latest novelties by Narratè®, the original beverage design editorial format consisting of a short story combined with a tea or herbal tea bag**, whose reading time coincides with the infusion time, namely just five minutes. Narratè® "blends" food with publishing, culture and entertainment, and will **introduce its new products at the Turin Book Fair, from 9 to 13 May** (pavilion 2 - stand J138.)

**"Reading meets hot water"**: this is the motto of Narratè®, which, since 2015, has offered original and **unique** products capable of combining literature and food culture. The synaesthetic experience offered by Narratè® allows you to "taste" books or great themes of international culture, thanks to the sensorial union of **unpublished and original short stories, specifically written by Italian authors** and **essences specifically designed for each title**, so that the **story is enhanced by the flavour** - from the reading time while waiting for the infusion, to the warm and enveloping taste for a pleasant break.

Two types of products (the **"Classic"** tea pamphlets and the **"Therapy"** herbal tea boxes), a catalogue that now includes 100 titles, with 6 editorial lines and 3 series (all available on the **website** <https://www.narrateworld.com/>): the tea and herbal tea blends are all made in Italy – precisely in Monferrato, in Piedmont – and organic, thanks to the meticulous search for essences inspired by the texts and their meaning. The Italian publishing house - **which is based in Milan and has spread across Italy, with over 400 retailers** including bookshops, cafès, herbalist shops and museum bookshops - will participate in the Turin Book Fair, as it already did in the last seven years, to present the previews in the catalogue, which will be available on its website from the end of May.

The *People* line includes 4 new titles and essences. On the occasion of the 700<sup>th</sup> anniversary of **Marco Polo's** death (which occurred on 8 January 1324), Narratè® will celebrate the traveller and writer who told about The Silk Road, the journey that united East and West, in his *Book of the Marvels of the World*. The text is **edited by Vito Bianchi**, a distinguished scholar and professor at the University of Bari (with the blend inspired by the spices of the territories that Marco Polo crossed, such as rooibos, ginger, turmeric, nutmeg and cloves.). Moreover, the line boasts titles that tell the story of philosopher **Baruch Spinoza**, author of interesting essays on freedom (reflected in a tea enriched with hops, cinnamon, lemon and rose, for example), written by **philosopher Ilaria Gaspari**, and those dedicated to two great artists of the 20<sup>th</sup> century - edited by journalist and writer **Valeria Arnaldi** - such as **Claude Monet**, impressionist painter, with a blend inspired by the flowers painted in his gardens, and **Vincent Van Gogh**, with an infusion that reproduces colours and ideas from the most recurring elements from his masterpieces (blue Oolong tea with rooibos, and yellow Fairyland tea, orange peel, sunflower petals and star anise.)

The *Lifelbeltea* Line is expanded with two new titles, thanks to the prestigious **cooperation of Pippo Civati**, who has written **two short handbooks on how to survive fascism and politics**, to quickly and sagaciously identify – with his typical irony and accuracy - the wake-up calls for citizens, suggesting how to face the present time, fostering awareness of past, but also recent history. And, to this end, fascism has been associated with a special aroma included in the blend: **poppy, the symbol of the partisans of the Italian Resistance**. The two titles rely on the cooperation with **Piccola Farmacia Letteraria** (by Elena Molini in Florence) and its reading suggestions, as well as with psychologist **Ilaria Caelli** for the “psychophysical survival exercises”. All the blends in this line are based on green tea and hemp (seeds), to face the challenges of every day with the necessary calm and serenity – together with other aromas such as mint, cornflower, sage, elderberry and lavender.

The *Planet* line crosses the national borders for the first time, with three essences for international capitals: the **Paris one, again edited by Ilaria Gaspari**, focuses on romance and elegance mixing green jasmine tea with rose petals, lavender, almonds, cocoa and vanilla flavour; **Lond** is edited by **Cristina Villa, writer, blogger and traveller**, with a mix of flavours from this metropolis, from both the past and present time, thanks to Darjeeling black tea, mint, berries, juniper, rhubarb and turmeric; and eventually **New York**, with black tea, coffee beans, mint, cinnamon, ginger, lemon, apple and vanilla, for the city that never sleeps.

Last but not least, the *Taste* Line offers significant extracts from famous literary texts that are still topical to rediscover or become familiar with the most symbolic passages of our childhood: **Narratè®**, in fact, celebrates Marco Polo with *Book of the Marvels of the World*, together with the title dedicated to *The Little Prince* by Antoine de Saint-Exupéry.

From a rewarding tea break to some interesting TV shows, Narratè® cooperates, for product placement purposes, with **the Rai show Le Strade Del Benessere**, broadcast from April on [RaiPremium and RaiPlay](#), a new show dedicated to the most beautiful Italian spa resorts, not only from the well-being point of view, but also considering history, culture, medical and holistic treatments, as well as good food. In line with the purpose of the show - conducted by author and journalist Stefano Bini - **Narratè® offers a common experience of relaxation, well-being and cultural development** together with the purifying action of hot water (also with the [packages available](#) in the catalogue precisely inspired by spa experiences.)

The publishing house is ready to start its 10<sup>th</sup> year of activity with a **new logo** characterised by more modern features inspired by the present and future of the brand, as well as a **new website** to enhance the navigation experience and get a deeper knowledge of the whole Narratè® world.

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