FOOD CHAIN Magnate

DELUXE EDITION



Rulebook

DON'T COOK TONIGHT,
PLAY SPLOTTER'S DELIGHT!





Food Chain Magnate is a heavy strategy game about building a fast food chain. The focus is on building your company using a card-driven *(human)* resource management system. Players compete on a variable city map through purchasing, marketing, and sales, and on a job market for key staff members. The game can be played by 2-5 serious gamers in 2-4 hours.

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Special thanks to Ragnar Krempel and Bianca van Duijl who playtested the game multiple times a day on many, many Sundays for almost three years. Without them, this game would not exist.

Components



1. *(20)* Map Tiles
2. *(5)* Milestone Boards
3. *(5)* Freezer Tiles
4. *(1)* Turn Order Tracker
5. *(5)* Turn Order Markers
6. *(15)* Coming Soon Tokens
7. *(90)* Milestone Tracker Tokens
8. *(222)* Employee Cards
9. *(10)* CEO Cards
10. *(18)* Bank Reserve Cards
11. *(5)* Restaurant Menus
12. *(120)* Bank Notes
13. *(40)* Single Soda Tokens
14. *(40)* Single Beer Tokens
15. *(40)* Single Lemonade Tokens
16. *(40)* Single Pizza Slice Tokens
17. *(40)* Single Burger Tokens
18. *(16)* Busy Tokens
19. *(8)* House + Garden Combo Tokens
20. *(8)* Garden Tokens
21. *(15)* Restaurant Tokens
22. *(4)* Mailbox Tokens
23. *(3)* Airplane Tokens
24. *(3)* Radio Tower Tokens
25. *(6)* Billboard Tokens
26. *(2)* Token Trays with Lids
27. *(1)* Black magic Insert System
28. *(1)* Employee Organizer & Storage Tray

General Setup



PLAYER COUNT	2	3	4	5
MAP SIZE	3X3 TILES	3X4 TILES	4X4 TILES	4X5 TILES
STARTING BANK	$100	$150	$200	$250
1x EMPLOYEES USED	1 OF EACH TYPE	1 OF EACH TYPE	2 OF EACH TYPE	ALL
BILLBOARDS REMOVED	#12, #15, #16	#15, #16	#16	NONE

1. **MAP:** Lay out random map tiles in a grid of the size and dimensions listed for your player count. Orient each tile at random. Return all unused tiles to the box.

   NOTE: Don't worry about roads that do not connect to anything.

2. **HOUSE SUPPLY:** Place the 8 houses with attached gardens in a supply area near the map.

3. **CAMPAIGN SUPPLY:** Place the marketing campaign tokens and busy tokens in the supply. With fewer than 5 players, remove the billboard campaigns and matching busy tokens listed for your player count from the game.

4. **GENERAL SUPPLY:** Place all 8 separate garden tokens, all food and drink tokens, and 1 freezer tile per player in the supply. Return unused freezer tiles to the box.



5. BANK: Fill the bank with $50 cash per player. Leave the remaining cash in the box.

> ***NOTE:*** The leftover cash will be used later in the game, *(pg. 28)*.

6. UNIQUE EMPLOYEES: Find the 10 employee types marked with a 1x. With fewer than 5 players, remove cards of each 1x employee type from the game until you have the number listed for your player count of each type *(e.g. with 2 players, remove 2 of each 1x employee so you have 1 left of each, or 10 cards in total).*

7. EMPLOYEE SUPPLY: Slot the selected 1x employee cards in the employee supply tray. For each other employee type *(without a 1x)*, slot ***all*** available cards in the tray, regardless of player count.

Player Setup



1. **PLAYER PIECES:** Each player picks a fast food chain and gathers the following components.

   NOTE: Players do not start with any cash.

   a. Menu
   b. Milestone tray
   c. CEO card *(select any 1)*
   d. Turn Order marker
   e. 3 Restaurant tokens
   f. 3 Drive-In tokens
   g. 3 Bank Reserve cards *(1 each of $100, $200, $300)*

2. **CEO:** Each player places their CEO card in front of themselves.

3. **MILESTONES:** The base-game milestones are printed on the board itself.

   NOTE: If playing with expansion milestones, use the expansion insert.

4. **TURN ORDER:** Place the turn order track near the map and line up players' **turn order** markers in a random starting order.

5. **BANK RESERVE:** Each player secretly chooses 1 bank reserve card to place facedown near the bank *(return the other 2 cards hidden to the gamebox). See **Choosing Bank Reserve Cards** on page 6.*

6. **STARTING RESTAURANTS:** Starting with the last player on the turn order track and going in reverse turn order, each player takes one turn to either: **Place** their starting restaurant in a legal location; or, **Pass** *(see pg. 5)*.

   - All players that passed *(if any)* now place their starting restaurant, but now proceed in turn order. For example, in a 3-player game, the 3rd player in turn order places first, but then the other 2 players each decide to pass. Next, the 1st player in turn order places, then finally the 2nd player.

STARTING RESTAURANT PLACEMENT RULES

You can place your starting Restaurant anywhere on the map following these rules:

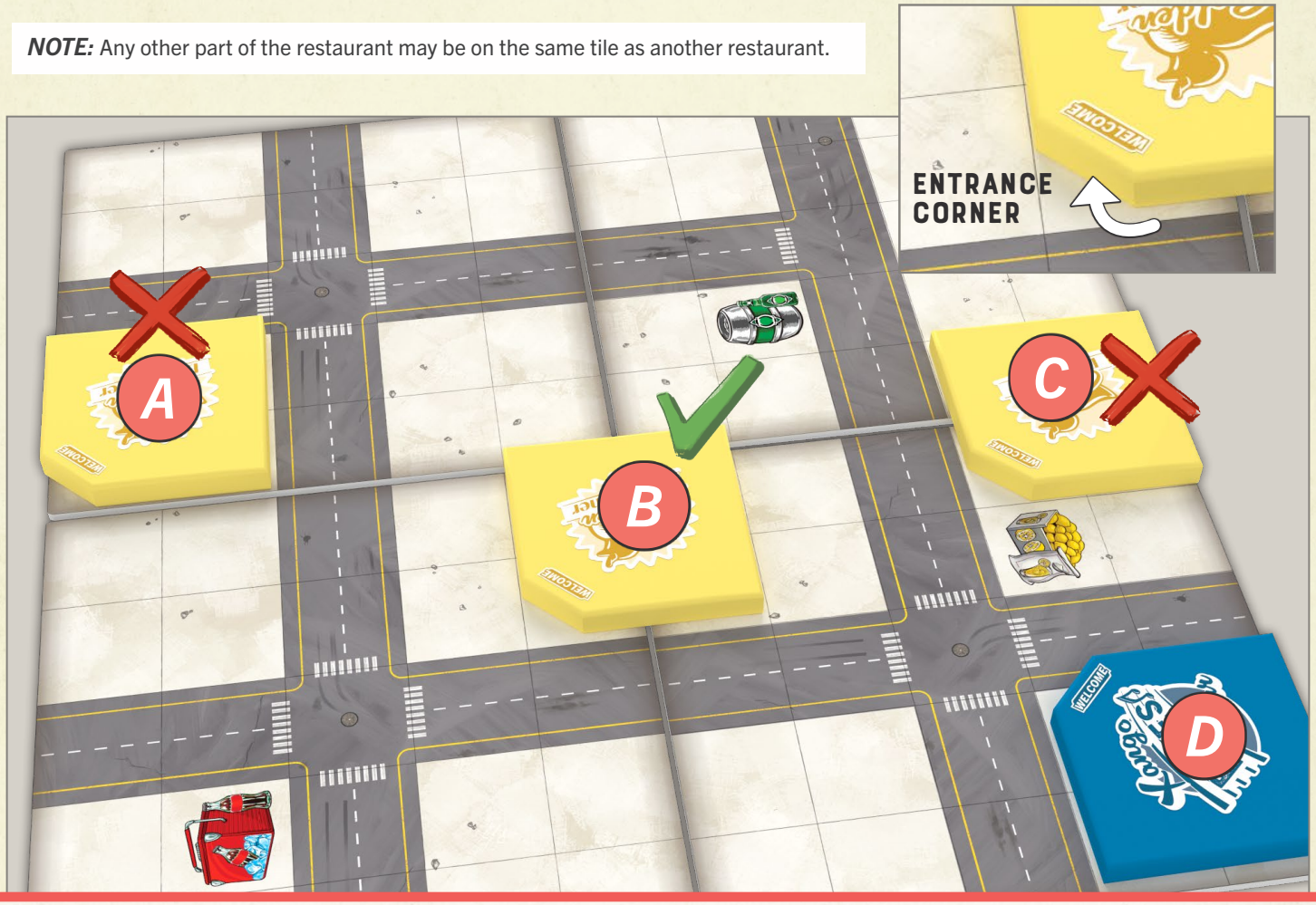
- It must cover 4 ***empty squares*** *(it cannot cover roads, printed locations, or other restaurants)*; and
- Its ***Entrance Corner*** must be placed adjacent to 1 or more roads; and
- Its ***Entrance Corner*** must not be on the same tile as another restaurant's ***Entrance Corner***.

FOR EXAMPLE:

Blue *(Xango Blues Bar)* has already placed their Restaurant D, now it is Yellow's *(Golden Duck Diner)* turn to do so.

- **Yellow Restaurant *A* - *Illegal*** ✗ :
  Their Entrance Corner is **not adjacent to a road**.
- ***Yellow Restaurant C - Illegal*** ✗ :
  Their Entrance Corner **is adjacent to a road**, but its Entrance Corner would share the same Map tile with the Entrance Corner of "D", this is not allowed.
- ***Yellow Restaurant B - Legal*** ✓ :
  This is a legal placement! Notice the other half of their Restaurant shares the same Map tile with "D", but this is ok - only the Entrance Corner cannot share the same tile.

NOTE: Any other part of the restaurant may be on the same tile as another restaurant.



INTRODUCTORY GAME

Food Chain Magnate is a very unforgiving game. If you make a mistake, it can be very hard or even impossible to get back on track. For your first game, we strongly recommend you modify the rules as follows:

- ✗ Do not use bank reserve cards.
- ✗ Do not use milestones.
- ✓ Ensure that all 3 drink supplier types are on the map.
- ✓ Start with $75 per player in the bank *(instead of $50)*.
- ✗ Do not pay any salaries *(skip the Payday phase each round)*.
- ✓ End the game the first time the bank breaks.

This will make for a somewhat shorter game where everyone can get to know the rules without running their companies into the ground. For your second game, we recommend making these same modifications, but adding in milestones.

NOTE: Some milestones do not provide useful benefits in an introductory game.

Game Overview

In Food Chain Magnate, play as a lone entrepreneur attempting to build your company into a thriving restaurant empire. You do this by hiring and training employees, running marketing campaigns to generate demand, and serving food and drink to paying customers.

Object of the Game

Your goal is to have the most total cash at the end of the game. The game ends after the bank breaks *(i.e., runs out of cash)* twice. The first time the bank breaks, players' chosen bank reserve cards are revealed, and the bank is refilled with the total amount of cash shown on them. The second time the bank breaks, players finish collecting their earnings for the round, and then the game ends, and whoever has the most cash wins *(pg. 28 and pg. 33 for details)*. The amount of cash each player has is always public information.



CHOOSING BANK RESERVE CARDS

The bank reserve cards you and your opponents choose at setup determine how long the game will last; and also, how many CEO slots each player will have after the first bank break! Playing a high-value card increases the total amount of cash that can be earned before triggering the end of the game, while playing a low-value card reduces it.

Longer or shorter games favor different strategies, but be aware that you will not initially know whether your opponents chose to shorten or lengthen the game, so flexibility can be important.

> ***NOTE:*** First-time players will likely not be familiar with long- or short-term strategies, so we recommend playing without bank reserve cards in an introductory game, *(pg. 5)*.

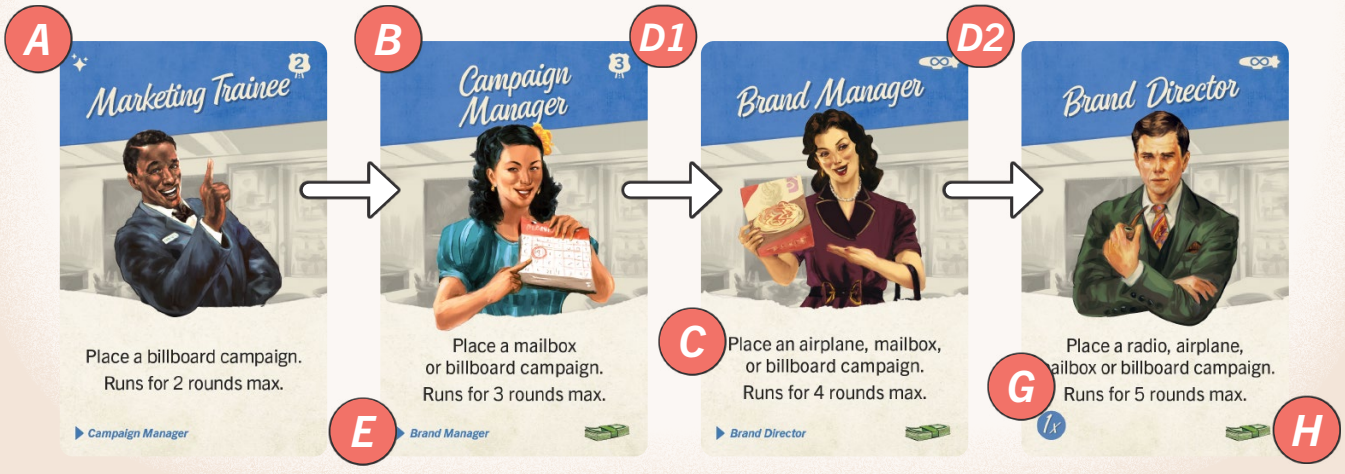
Game Concepts

EMPLOYEE CARDS

Employee cards represent the people who work for your restaurant. You start the game with only a CEO, but you can **Hire** cooks, waitresses, marketeers, managers, and others to perform various restaurant tasks.

At the start of each round, each player simultaneously chooses employees from their hand to play into Work slots, then your remaining un-played employees go "On the beach" *(in a stack above your CEO card, pg. 12)*. Your played employees determine the actions available to you during the round.

EMPLOYEE CARD PROGRESSION EXAMPLE *(see card terms on next page):*



A. ENTRY-LEVEL EMPLOYEE: When this ✦ icon is showing at the top-left corner of an Employee card, you can directly **Hire** them *(pg. 15)*.

B. Employees showing **no icon** at their top-left corner must be **Trained** from their corresponding employee *(pg. 16)*.

C. ACTION: Describes what this employee does when played to work in your company structure *(pg. 12)*.

D. RANGE: Gives the maximum distance this employee can travel from your restaurant to take an action on the map *(pg.22)*.

1. A 🚗 means they travel on connected roads only;
2. A ✈ means they travel by air, ignoring roads *(pg. 10)*.

E. TRAINING OPTIONS: Lists the higher-level employee types that you can train this employee into *(pgs. 7-8)*. If none are listed, the employee can't be trained.

F. WORK SLOTS 1 : Shows how many employees you can play below the card in your company structure *(pg.12)*.



G. UNIQUE EMPLOYEE: You can only have **1** employee of this type in your company *(pg. 17)*.

H. SALARY: You must pay $5 each round if you have this employee *(in a Work slot or On the beach, pg. 29)*.

EMPLOYEE TYPES *(continues on next page)*



MANAGERS

Managers provide slots that expand your company structure and allow you to play more employees each round *(pg. 12)*. They can also be trained into a variety of other employee types *(pgs. 7-8)*.



WAITRESSES, NEW BUSINESS DEVELOPERS, AND CFOS

Waitresses and **CFOs** provide extra cash at the end of Dinnertime *(pg. 27)*. **New business developers** place new customer houses and gardens on the map *(pg. 24)*.



PLANNING EMPLOYEES

Local and **Regional Managers** allow you to place new restaurants or move existing ones on the map *(pg. 25)*. They also add drive-ins to your restaurants, which temporarily give them entrances at all 4 corners *(pg. 17)*.



PRICING EMPLOYEES

Pricing employees temporarily lower or raise the item price you charge customers. Lowering your price helps you compete for more customers; raising it makes you more money off each sale *(pg. 27)*.



RECRUITERS & TRAINERS

Recruiters hire new entry-level employees *(pg. 15)*. **Trainers** train the employees you've hired into higher-level types *(pg. 15)*.



MARKETEERS

Marketeers place marketing campaigns on the map and run them for 1 or more rounds *(pg. 18)*. While a marketeer is running a campaign, they are "busy" and can't be played or trained *(pg. 19)*.



DRINK BUYERS

Drink buyers collect drinks to sell to customers at Dinnertime. Except for Errand Boys, each buyer travels a drink route on the map to collect from drink supplier locations *(pg. 21)*.



KITCHEN EMPLOYEES

Kitchen employees produce burgers and pizzas to sell to customers at Dinnertime *(pg. 21)*.

THE MAP

The map is made up of *roads*, *locations*, and *empty squares*. Some locations start on the map, while others are placed by employees over the course of the game.



A. **RESTAURANT:** Customers buy food from your restaurant. You start with 1 restaurant on the map and may place others via Planning employees, *(pg. 25)*.

B. **DRINK SUPPLIER:** Collect drinks from Drink Suppliers, *(pg. 21)*.

C. **HOUSE:** Customers looking to buy your food live in Houses. Food and drink counters on a house represent what this household will buy, *(pg. 26)*.

D. **MARKETING CAMPAIGN:** New food and drink counters can be added to nearby houses each round via Marketing Campaigns. Each Campaign is placed by a Marketeer employee and advertises a specific food or drink item, *(pg. 18)*.

E. **ROAD:** Locations connect together via roads. 2 orthogonally adjacent roads on adjacent map tiles form a single continuous road.

F. **BRIDGE:** 2 roads can pass through the same square without being blocked via a Bridge. The roads are kept separate and do not connect together at the bridge.

RESTAURANT ENTRANCE CORNER

All Restaurants must be placed with their Entrance Corner **adjacent to a road** *(on 1 or both sides)*.

NOTE: The rule that two starting restaurant entrances cannot be on the same tile only applies to restaurants placed at setup—once you start the game, anyone can open a new restaurant right next to yours!

NOTE: You can play a Local or Regional Manager to temporarily give your restaurants entrances at all 4 corners, *(pg. 17)*.





ROAD CONNECTIONS

CONNECT:

Restaurants **connect** to a road **only** via its orthogonally adjacent Entrance Corner to the road.

EXAMPLE 1:

This restaurant connects to road A, but NOT road B. If you play a Local or Regional Manager, because of their abilities described on their card, this restaurant additionally connects to road B.

All other *(non-restaurant)* locations connect to a road if any square they occupy is orthogonally adjacent to the road *(including a house's garden, which is considered part of the house, (pg. 24)*.

EXAMPLE 2:

The beer supplier connects to road A. House 8 connects to road B.

MULTIPLE CONNECTIONS:

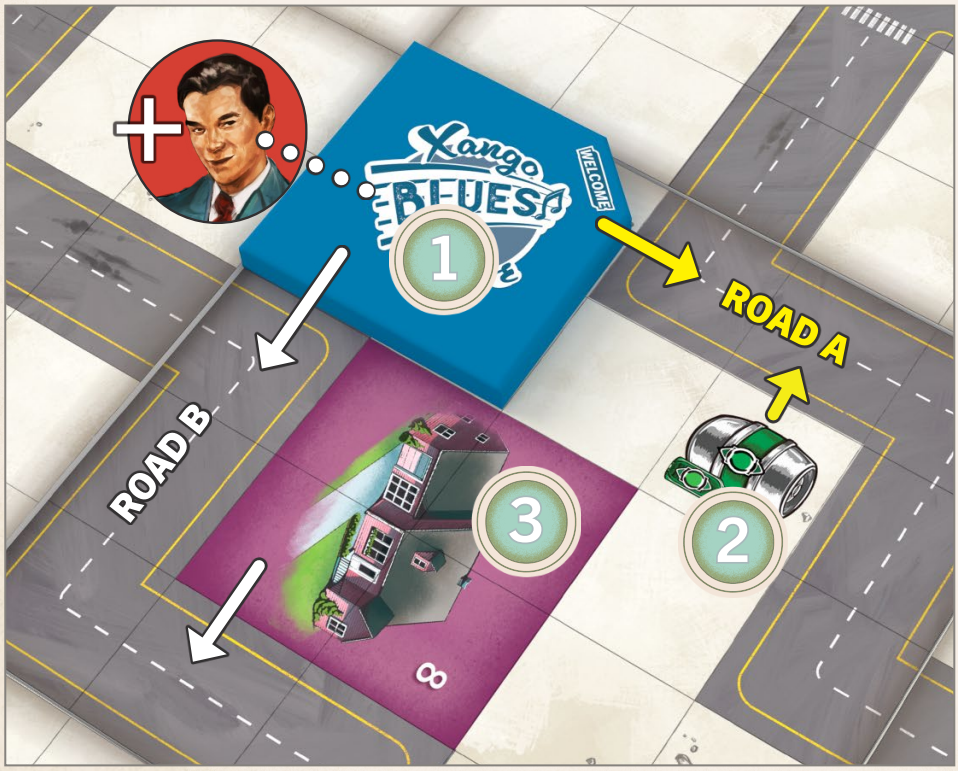
If a restaurant's Entrance Corner or another location is orthogonally adjacent to multiple separate roads, it is connected to each of them.

CONNECTED BY ROAD:

If two locations are both connected to the same continuous road *(at any distance)*, they are connected by road to each other.

EXAMPLE 3:

The beer supplier is connected to the restaurant as they each connect to road A. House 8 does not connect to the restaurant despite being adjacent to it. However, if a drive-in is active, House 8 connects to the restaurant, as they both connect to road B.



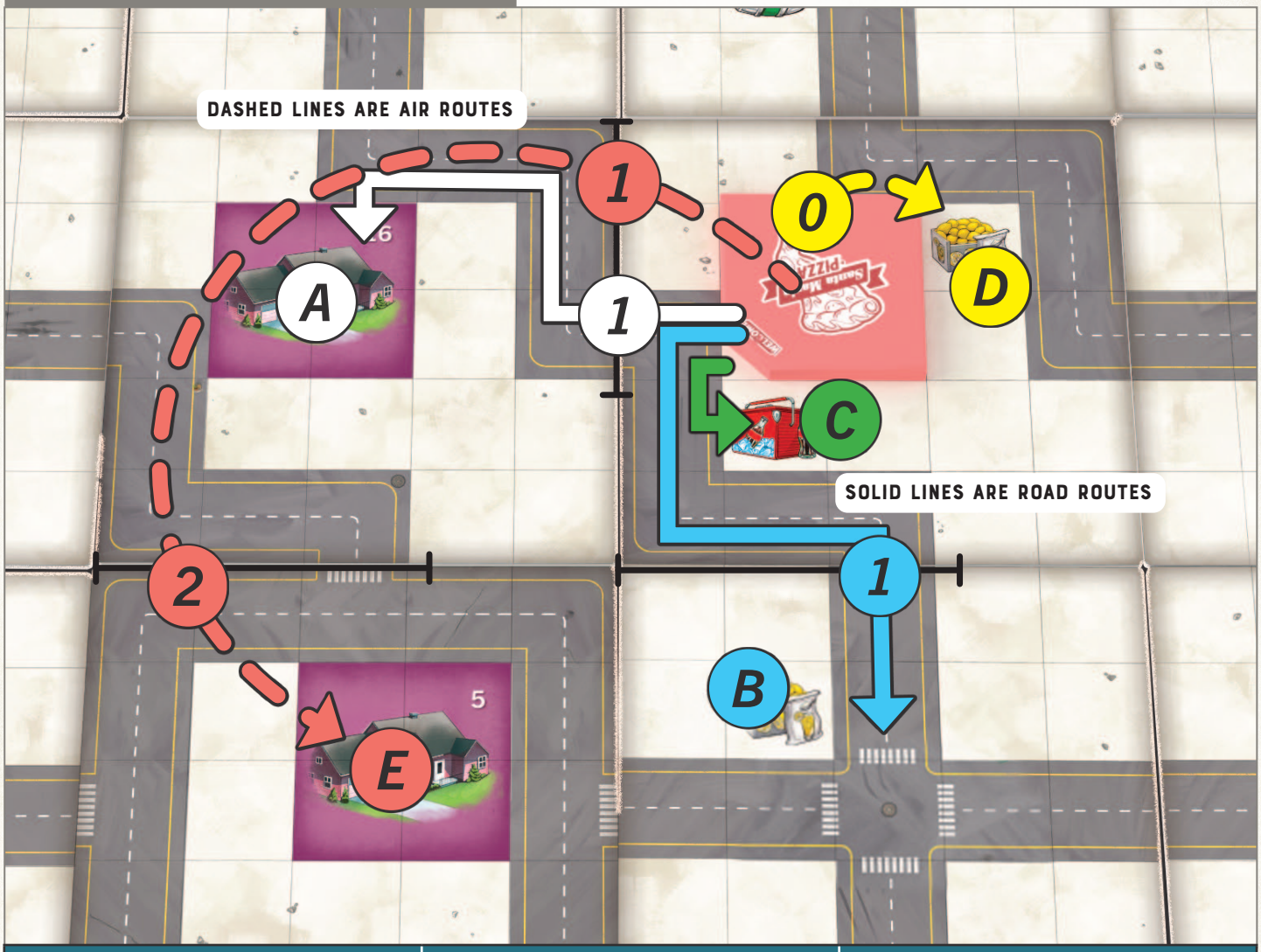
DISTANCE

Distance is always counted starting from the restaurant's Entrance Corner, and you only count the number of times you **cross into a new map tile** along the Road or Air route as follows:

DISTANCE BY ROAD : To count distance by road, trace a path along a road connecting the two locations, and count the number of times you cross into a new map tile. *(The number of squares on the path does not matter, only the number of tiles entered.)*

DISTANCE BY AIR : To count distance by air, trace the shortest path of orthogonally-adjacent map tiles from one location to the other, ignoring roads and locations in between, and count the number of times you cross into a new map tile.

DISTANCES BY ROAD AND BY AIR EXAMPLE:



	ROAD DISTANCE FROM SANTA MARIA PIZZA	AIR DISTANCE FROM SANTA MARIA PIZZA
TO HOUSE 16 (A)	1	1
TO LEMONADE (B)	1	1
TO SODA (C)	0	0
TO LEMONADE (D)	IMPOSSIBLE!	0
TO HOUSE 5 (E)	2	2

BACKTRACKING: The route may trace back along a road section 'square' that was previously traced along this route *(or a map tile can be entered more than once)* with the following clarifications:

- You cannot trace a route path back onto a segment *(road square)* that you immediately-previously traced from.

RANGE: The Range of an employee is shown at the top-right corner of the card. Road range and air range function the same in this regard: This number tells you the **maximum** number of times your traced route can **cross a tile border**.

For details on drink collection, road routes, range, backtracking, and multiple connected roads, see Phase 3e: Prep Food & Drink, Collecting Drinks, on pages 21-23.

ITEM COUNTERS

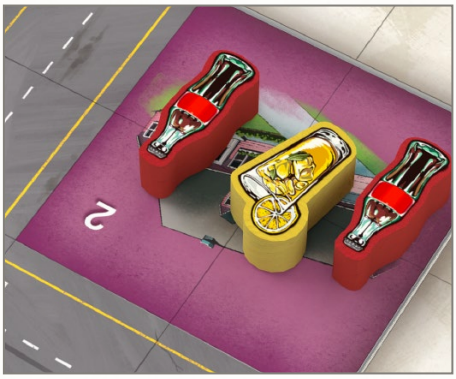
Food counters *(burgers and pizzas)* and drink counters *(soda, lemonade, and beer)* are collectively referred to as item counters. These are used to track a variety of things during the game. The number of item counters in the game is not intended to be limited; if you run out of any item, use a suitable proxy.

NOTE: Demand and duration are both tracked by item counters.

Stock items in front of you represent the food and drinks your restaurants have available to sell at Dinnertime *(pg. 26)*.



Demand counters on a house show what the customers who live there want to buy. A house can have up to 3 demand counters on it at a time, or 5 if it has a garden *(pg. 24)*.



Duration counters on a marketing campaign show what item it is creating demand for and how many more rounds it has left to run *(pg. 30)*.



MILESTONES

Milestones are rewards you receive for achieving certain goals during the game. Each milestone provides an immediate or ongoing benefit that can change the course of the game. It is vital to plan your strategy around which milestones you can claim!

When you fulfill the requirements for an available milestone, place a checkmark token covering it on your milestone tray and announce that you have claimed it. If you fulfill an available milestone's requirements in the same round as one or more of your opponents, each of you claims the milestone and receives its full benefits. At the end of the round in which a milestone is claimed, each player who did not claim the milestone must place an ❌ token covering it to indicate it is no longer available.

All benefits of each milestone are mandatory, meaning you must apply them even when they are not helpful to you. For example, if you have the "First Billboard Campaign" milestone, then all future marketing campaigns you launch must be eternal, even if you would rather some of them be temporary. *(See pages 34-35 for a full list of milestone requirements and benefits.)*

FOR EXAMPLE:

Golden Duck played a Trainer this round and Trained one of their employees. No other player has done this in this game so far, so Golden Duck places a checkmark on the "First to Train an Employee" milestone to show they have a $15 salary discount for the rest of the game. At the end of the round, every other player places an ❌ on their boards on "First to Train an Employee" to show that they cannot gain this milestone anymore during this game.





Game Rounds

The game is played in rounds until the ending condition is met. Each round is broken up into 7 phases:

1. **RESTRUCTURING** *(pg. 12)*
2. **ORDER OF BUSINESS** *(pg. 14)*
3. **WORKING 9-5** *(pgs. 14-25)*
4. **DINNERTIME** *(pgs. 26-28)*
5. **PAYDAY** *(pg. 29)*
6. **MARKETING** *(pgs. 30-32)*
7. **CLEANUP** *(pg. 33)*

PHASE 1. RESTRUCTURING

Simultaneously, all players select employees from their hand to play, then the remaining employees go On the beach; do this as follows:

1. Select employees from your hand to play this round, placing them in a face-down stack below your CEO.
2. Place the remaining employees from your hand into a face-down stack above your CEO (On the beach).



NOTE: Ignore selecting employees to play during the first round of the game - you have none to play *(only your CEO is available and already automatically played each round).*

WORK PLANNING VARIANT:
In the normal game, you play stacks of cards, so the other players do not know how many cards you plan to play versus send On the beach. For new players, or those looking for a more casual experience, you can plan out your structure more easily by placing your cards face down in the exact spots they will go below your CEO and Managers - this helps with planning your available space!

EMPLOYEES ON THE BEACH

- You **may Train** them. *(Train Employees, pg. 15)*
- You **must pay** their salary. *(Payday, pg. 29)*
- They provide **no actions or Work slots** for you this round.
- On the beach employees do not trigger effects that reference "Played cards", like "First Waitress Played", *(pg. 34)*.

ASSIGNING EMPLOYEES TO WORK

The number of employees you can play with in your company structure depends on how many available Work slots you have *(those on your CEO and any Work-slot-bearing Managers played under your CEO)*.

COMPANY STRUCTURE

After all players commit to their Work and On the beach piles, all players simultaneously reveal their stacks. Employees played below your CEO must be assigned to Work slots under your CEO. Employees On the beach are kept in a face-up pile *(now eligible to be inspected by other players)*.

A legal company structure is shaped like a pyramid. Your CEO is always on the table, played at the top of your company structure.

CEO SLOTS
Your CEO has 3 slots *(which may change after the bank breaks, pg. 28)*. Each CEO Work slot may be occupied by **any 1** employee.

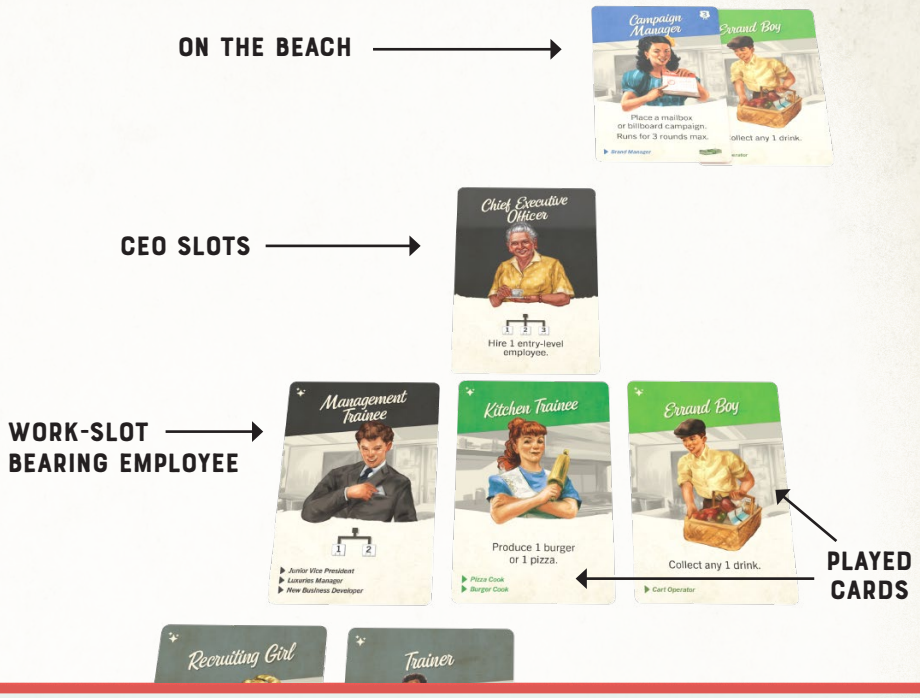
WORK SLOTS
Managers can have a varying number of slots. Each Manager Work slot can be occupied by 1 employee which itself has **no slots** on it.

In summary, if your CEO has **3 slots**, you can have at most **3 additional Work-slot-bearing employee cards** working at the same time.

All played employees **must** be assigned to Work slots: If you are unable to assign ***all*** of them, you must place all of your employees *(except for your CEO)* in your face-up On the beach pile, and play the round with just your CEO. Due to the challenging nature of this, even experienced players may opt to use the Work Planning Variant, page 12.

NOTE: You may play any number of employees to allow for open *(unoccupied)* Work slots - doing this impacts turn order *(Order of Business phase, (pg. 14)*. In short, more empty spots help!

LEGAL COMPANY STRUCTURE



VIEWING OPPONENTS' EMPLOYEES

Employees owned are always public information except while in hand and playing them to Work slots or On the beach in face-down stacks. Once stacks are revealed, all Employees are viewable again by anyone.

MANDATORY EMPLOYEE ACTIONS

Most employee actions you use throughout the round are optional, but the following actions are considered mandatory. This means that if you play an employee with this action in your company structure, you are committed to using that action later in the round, even if it is no longer helpful to you.

- **Placing "Drive-In" signs** *(Local Manager, Regional Manager, pg. 17)*
- **Lowering or raising your item price** *(Pricing Manager, Luxuries Manager, Discount Manager, pg. 27)*
- **Earning cash bonuses** *(Waitress, CFO, pg. 27)*
- **Receiving salary discounts** *(Recruiting Manager, HR Director, pg. 29)*

As a general rule, actions you use in the Dinnertime and Payday phases are mandatory, but actions you use in the Working 9-5 phase are optional *(with the exception of placing drive-in signs)*.



RESTRUCTURING MILESTONES

When you reveal your company structure, immediately claim any available milestones for "Working employees", such as "First Waitress Played". Employees On the beach are not working nor considered played for Milestones

NOTE: The benefits of a "First Played" milestone will often apply to the employee you used to claim the milestone later on during the current round *(pg. 34)*.

GAINING AND LOSING CEO SLOTS

When the bank breaks, reserve cards are revealed, then each player's CEO may gain or lose a Work slot for the rest of the game *(pg. 28)*. If this happens, tuck your bank reserve card showing the new number of slots underneath your CEO card. If your CEO gains an extra Work slot, you can use it for any employee, including those with additional Work slots.

PHASE 2. ORDER OF BUSINESS

In this phase, players determine turn order as follows:

1. Remove all tokens from the turn order track and place them underneath it maintaining the same order.
2. The player with the greatest number of open Work slots in their company structure chooses a turn-order position first, then the player with the second-most open slots chooses next, and so on, until all players have chosen.
   - When choosing, place your turn order token on any available position on the turn order track.

FIRST AIRPLANE CAMPAIGN MILESTONE

Each player with this milestone counts an extra 2 open Work slots towards their total.

OPEN WORK SLOT TIES

If 2 or more players have the same number of open slots, the tied player who was previously ahead in turn order chooses first. In the first round, all players will be tied, so players choose their position in the randomized starting order.

WHEN PLAYING WITH LESS THAN 5 PLAYERS:

Players can never choose any turn order position higher than the current player count.

FOR EXAMPLE:

In a 3-player game, a player cannot choose the 4th, 5th or 6th position. As shown, a player has already chosen spot "2", so only spot "1" or "3" can be chosen by the next player.



PHASE 3. WORKING 9-5

In this phase, each player takes a single turn in turn order. During your turn, you may perform the actions showing on your played employees *(mandatory actions must be performed, pg. 13)*. You must complete all your actions before the next player starts their turn. All actions must be performed in a specific order:

EMPLOYEE POSITION

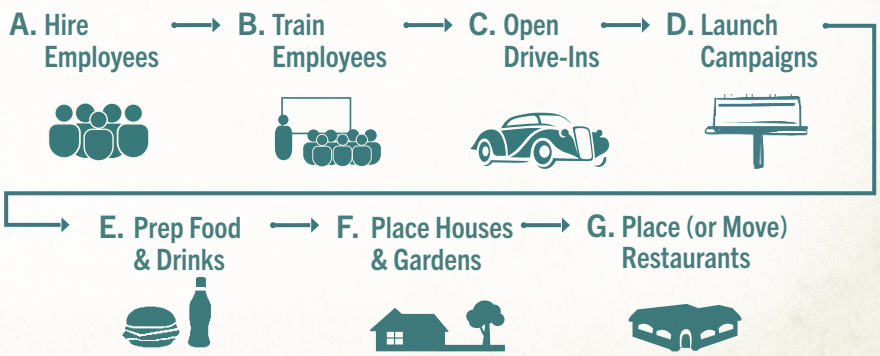
The position of the employees in your Work slots does not affect the action order you must follow.

You must complete all your actions before the next player starts their turn.

MILESTONES

When you take an action on your turn that fulfills the requirements for an available milestone, immediately claim the milestone and receive its benefits. You can claim multiple milestones with a single action, provided you fulfill the requirements of each milestone. For example, if both "First Billboard Campaign" and "First Burger Marketed" are still available, and you launch a billboard campaign that advertises burgers, you claim both at once.

TURN ACTION ORDER:



Phase 3a: Hire Employees

Hire actions are optional; you may or may not resolve their effect.

Your CEO provides 1 Hire action each round. Each Recruiting Girl, Recruiting Manager, and HR Director that you played provide additional Hire actions.

For each Hire action, take any 1 entry-level employee from the supply and place it On the beach.

EXPANSION ONLY RULE: When playing with the expansion, if you hire any employees who require a salary ( ), they will need to be paid *(or fired)* later this round *(pg. 29)*.

FOR EXAMPLE:

A Management Trainee and Trainer are Hired and placed On the beach from your CEO Hire action, and your played Recruiting Girl Hire action.



ON THE BEACH



RECRUITER SALARY DISCOUNTS

Actions provided by Recruiting Managers and HR Directors can be used to either Hire employees or receive salary discounts during the Payday phase *(pg. 29)*. Hiring employees is optional, but salary discounts are mandatory; this means that if you do not use the full number of actions provided by a Recruiting Manager or HR Director in your company structure, you must use each of their leftover actions to get a $5 salary discount during Payday.





Phase 3b: Train Employees

Train actions are optional; you may or may not resolve their effect.

Each Trainer, Coach, and Guru in your company structure provides 1 or more Train actions; for each Train action, perform the following steps:

1. Select 1 training option on an employee that is **On the beach**, with limitations, see next page.
2. Return the employee to the supply and take an employee of the newly-trained type.
3. Place the newly-trained employee On the beach.

TRAINING AN EMPLOYEE MULTIPLE TIMES

You cannot use multiple different employees to Train the same employee multiple times during the same turn *(unless you have the "First to Pay $20 in Salaries" milestone, pg. 34)*.

EXAMPLE 1:

(Training an Employee Multiple Times continued):
2 Trainers cannot Train your Errand Boy into a Truck Driver during the same turn.

However, you can use a single employee who provides multiple Train actions on the same employee.

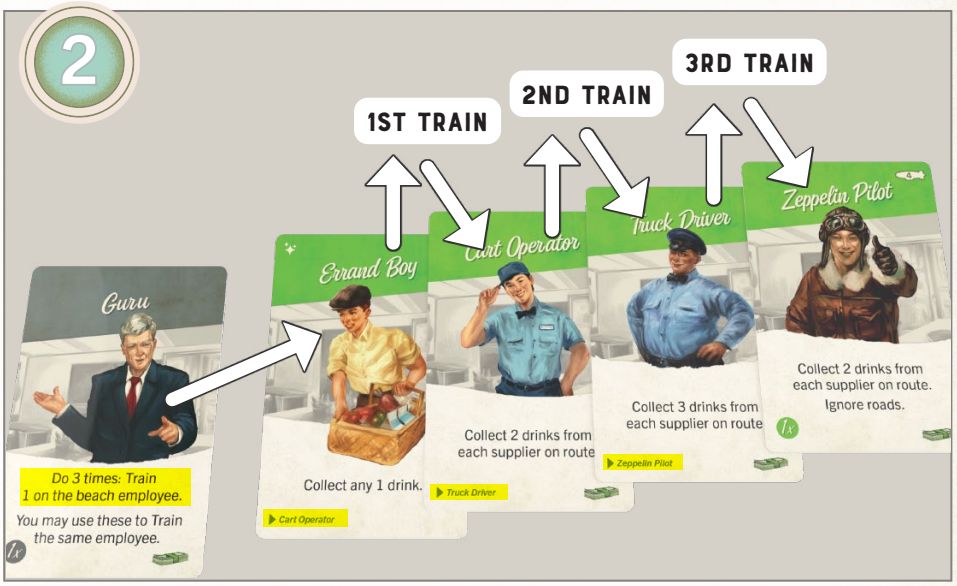
EXAMPLE 2:

You can use a Guru to Train a Errand Boy into a Zeppelin Pilot via 3 consecutive Train actions.

You can train employees you Hired this turn since they are On the beach.







EMPLOYEE CARDS ARE LIMITED:

If none are available to take from the supply, you cannot Hire or Train that employee *(until some are returned)*; however, if you train multiple steps, or hire and immediately train a person, the intermediate cards do not have to be available.

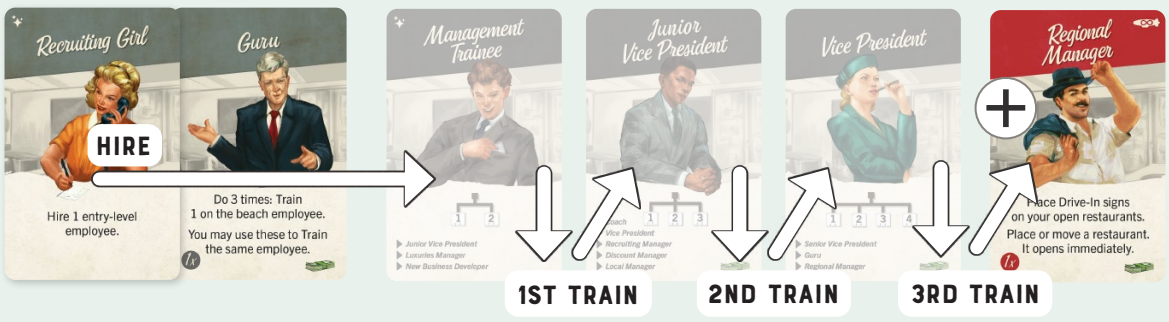
FOR EXAMPLE:

You have a Hire and Train action available to you. There are no Management Trainees in the supply to take, so you cannot Hire and take one alone, but you can combine your Hire and Train action to immediately take a New Business Developer.



MULTIPLE SKIP EXAMPLE:

You've played a Recruiting Girl and a Guru this turn which provides 3 Train actions. There are no Management Trainees, Junior Vice Presidents, or Vice Presidents in the supply. You Hire a Management Trainee and immediately use the 3 Train actions to get a Regional Manager!





TRAINING PATHS

All possible training paths are shown on your menu. Kitchen employees, drink collectors, and Marketeers each have their own training paths. All other higher-level employees start as Management Trainees and branch out from the management path.

UNIQUE EMPLOYEES 1x:

Unique employees are highly trained individuals who fill special positions in your company. You can only have **1 maximum** of each unique employee type *(including those On the beach)*. You cannot Train an employee into a unique type you already have.

Phase 3c: Open Drive-Ins

If you played a Local Manager and/or a Regional Manager, you must place a "Drive-In" sign on each of your open restaurants. Each restaurant with a "Drive-In" sign is treated as having **entrances at all 4 corners** until its sign is removed during the Cleanup phase at the end of the round.

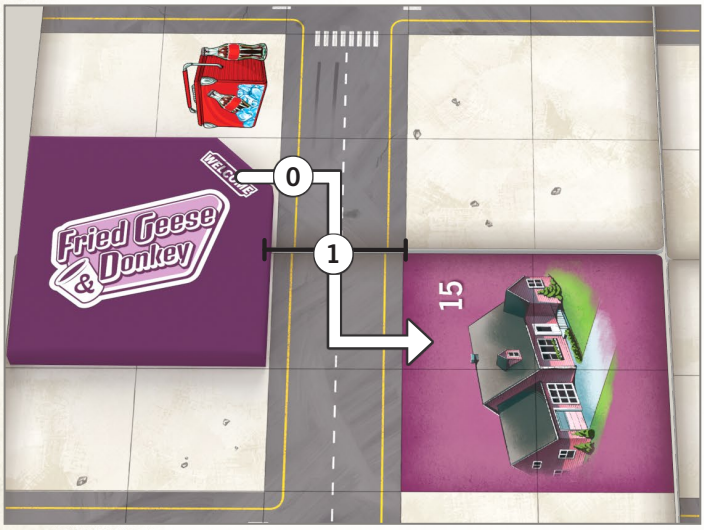
Unlike other actions during your turn, placing "Drive-In" signs is mandatory, meaning that if you have any Local or Regional Manager employees in your company structure, you must place signs on all your open restaurants.

NOTE: Using a Local or Regional Manager to place or move a restaurant later during your turn is still optional, (*pg. 25*.

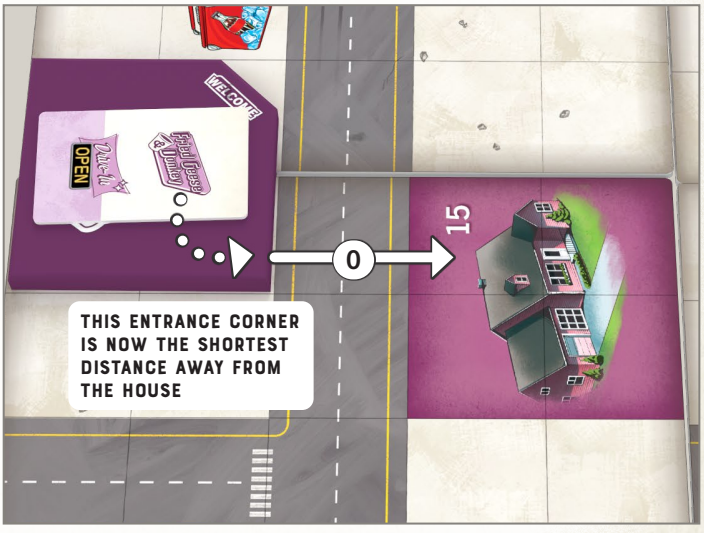


DRIVE-IN RESTAURANTS

Drive-in restaurants may create road connections to new locations on the map, or shorten the distance to previously-connected locations. Your employees who take actions on the map can start traveling from any Entrance Corner of a drive-in restaurant *(pg. 9)*. The distance from a drive-in restaurant to a house is always counted from the Entrance Corner that is the shortest distance away from the house *(pg. 10)*.



THE RESTAURANT IS 1 DISTANCE AWAY TO HOUSE 15



THE RESTAURANT IS NOW ZERO DISTANCE AWAY TO HOUSE 15

Phase 3d: Launch Campaigns

You may use each of your played Marketeers in Work slots to launch 1 new marketing campaign for a food or drink item of your choice.

Each Marketeer card shows the following:

A. Type of campaign they can place,

B. Range they can travel from a restaurant to place their campaign, *(see Trace a Road Route and Range, (pg. 10, 21-22)*.

C. Maximum number of rounds the campaign can run for.



FOR EXAMPLE:

A Marketing Trainee can only place a billboard campaign, which runs for up to 2 rounds, within a Range of 2 by road of a restaurant. In comparison, a Brand Director can place a radio, airplane, mailbox or billboard campaign, which runs for up to 5 rounds, in any legal location on the map.



LAUNCHING A CAMPAIGN

To launch a new campaign, choose a Marketeer in your company structure and follow these steps:

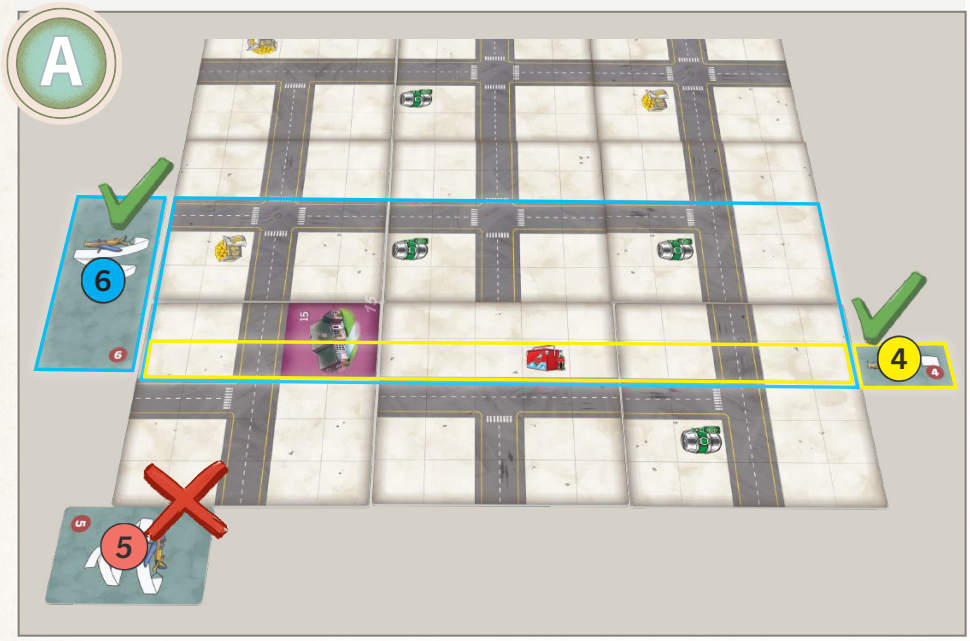
1. **CHOOSE CAMPAIGN:** Take **any currently available** campaign token **from the supply** of a type indicated by your played Marketeer.
2. **PLACE CAMPAIGN:** Place the campaign token - within the *Marketeer's Range* - starting from any of your open restaurant's Entrance Corners.
   a. **Billboard, radio and mailbox** campaign tokens must be placed on **empty squares** and **connected to a road**.
      - If the Marketeer used travels **by road**, the token must be **connected to the road they used**.
   b. **Airplane campaign tokens** ignore roads. These tokens must be placed adjacent to the outer edge of the map, aligned with any outer map tile(s), but they have a specific orientation that must be followed:
      - The edge of the airplane token that is size 1, 3, or 5 squares long must be the side that is aligned with the edge of the map. It must align with **exactly** that number of map squares. I.e., an airplane cannot "stick out" beyond any corner of the map.
      - Airplane tokens **may not** overlap other airplane tokens.
        » Airplanes must always be adjacent to a map tile, however, their paths may overlap when across from each other on the outer edges of the map. This may result in multiple airplanes marketing to the same house*(s), pg. 31*.

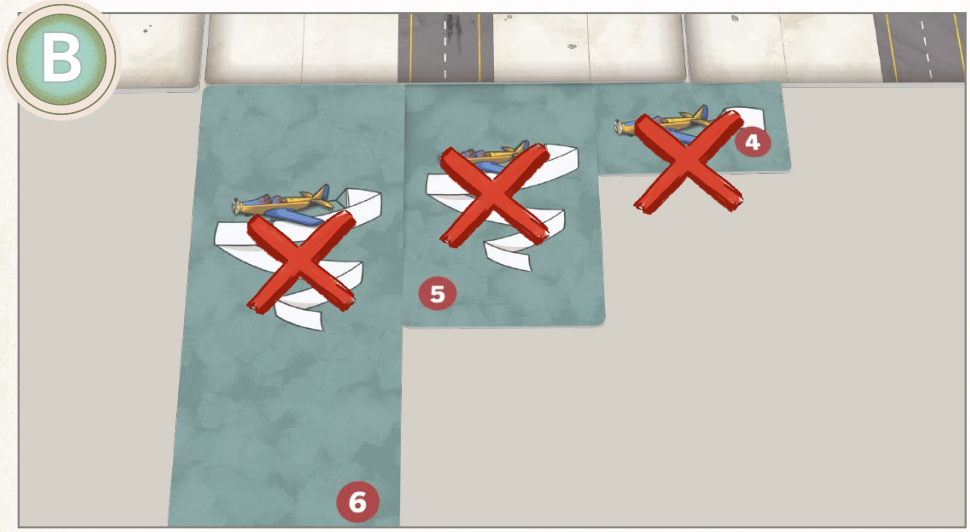


FOR EXAMPLE (A & B):

A. Airplane 4 and 6 are placed legally with the correct edge aligned to the map. Overlap is also acceptable, and both of them market to house 15. Airplane 5 placement is illegal as it hangs off the board.

B. All 3 of these airplanes are placed illegally, as each of them has their wrong edge aligned to the map.





3. **CHOOSE ITEM & DURATION:** Choose any 1 food or drink item to advertise. Take item counters of the chosen type from the supply and place them on the campaign as duration counters. Place 1 duration counter per round you want the campaign to last, **up to** the maximum duration listed on the Marketeer's card.

> ***STRATEGY TIP:*** You might have a campaign run less rounds than its maximum so the Marketeer card becomes available again sooner for a different campaign, or to avoid creating more demand than your restaurants can handle.

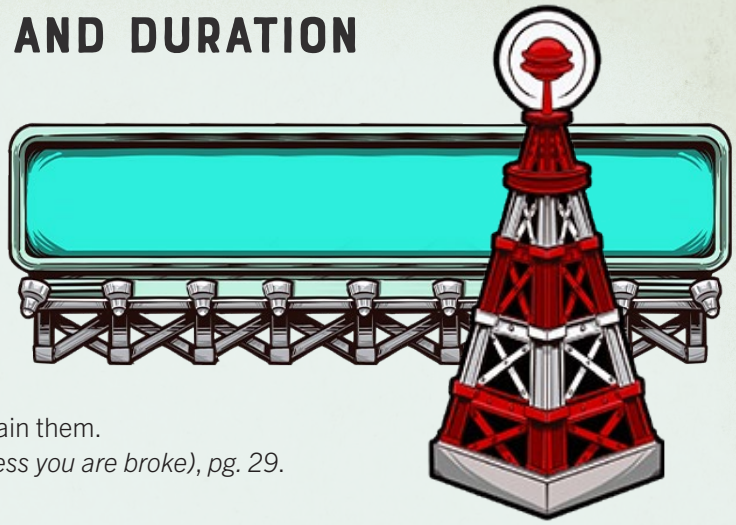
4. **PLACE BUSY MARKER:** Remove the Marketeer from your company structure and place them face up above your CEO, beside your On the beach pile. Find the busy marker with the same number as the campaign and place it on the Marketeer's card to show which campaign they are running. The Marketeer remains busy until the campaign ends.

FOR EXAMPLE (C):

Playing a Marketing Trainee allows you to place a billboard up to 2 distance away. Following this path from your restaurant, you can place billboard "13" so one of its 'squares' is orthogonally adjacent to the 2-distance road path taken by your Marketing Trainee. You decide to market pizza for 2 rounds by placing 2 pizza counters on the billboard. You also place a "13" token on the card to remember what it is marketing.



BUSY MARKETEERS, ITEMS, AND DURATION



Once a Marketeer launches a campaign, they **must** remain busy running the campaign until it ends *(i.e., you cannot end it early)*. While a Marketeer is busy, they are neither considered 'played' in a Work slot nor "On the beach". Once a campaign is running, you cannot change its duration or prematurely cancel it. A campaign **must** continue running until its duration counters run out, even if it is no longer helpful to the player who launched it.

You cannot play a busy Marketeer, use their action, or Train them.
You must pay their salary, and you cannot fire them *(unless you are broke)*, *pg. 29*.

CAMPAIGN REACH

BILLBOARD AND MAILBOX CAMPAIGN REACH: The *size* of the token determines the area it reaches *(except for mailboxes)*.

Billboards reach all houses **adjacent** to them *(a larger billboard can create demand on more houses (pg. 30)*.

An airplane with a 5-row flyover zone will generally reach more houses than an airplane with a 1-row flyover zone *(previous section)*.

The reach of a mailbox campaign is not affected by its size, but a smaller mailbox is sometimes easier to place on the map.

All radio campaigns are the same size.

ADDING DEMAND ORDER /CAMPAIGN NUMBER: Campaigns add demand to houses in order from lowest to highest number during the **Marketing phase** *(pg. 30)*.

STRATEGY TIP: Generally, a campaign that runs earlier is more likely to successfully place demand than a campaign that runs later, because once a house reaches the limit of 3 demand counters *(or 5 with a garden)*, no more demand can be added to it.

STRATEGY TIP: It is allowed to place a marketing campaign in a location where it will not reach any houses. This could be a strategic move to block part of the map, or it could be in preparation for adding houses in later rounds, *pg. 24*.

ETERNAL CAMPAIGNS

If you have the "First Billboard Placed" milestone, all new marketing campaigns you run **must be** eternal, meaning they have **unlimited** duration and are **never removed** from the map.

After gaining the "First Billboard Placed" milestone, you **must** flip all new campaign tokens to their 'eternal' side *(showing an infinity sign)*, and you only place **1 duration counter** on each of them from now on *(do this now with the billboard you just placed to gain this milestone)*. This counter is not removed during the Marketing phase *(pg. 30)*. A Marketeer running an eternal campaign remains busy for the rest of the game, and can never again be played, trained, or fired *(because they no longer have a salary, (pg. 29)*.



Phase 3e: Prep Food & Drinks

GENERAL RULES

When you Produce or Collect food or drink, take them from the supply and put them in front of you *(in your stock)*. Gaining food and drink is optional. Employees gain food and drink differently as follows:

KITCHEN EMPLOYEES

Gain a number of food counters as stated on each of your played Kitchen employees.

FOR EXAMPLE:

When you play a Pizza Cook, you gain 3 pizza.





COLLECTING DRINKS

Gain drinks for each of your played drink collectors as follows:

Errand boys allow you to gain **any** 1 drink *(no restrictions - the supplier doesn't even need to be on the map at all!)*.

Cart Operators and **Truck Drivers** must follow a Road Route to collect drinks *(see Trace a Road Route to the right)*. You must collect from each supplier *(soda, lemonade, and beer location on the map)* that is **orthogonally adjacent** to your traced route path. Cart Operators gain 2 drinks from each orthogonally adjacent supplier they pass; Truck Drivers gain 3 from each instead.

Zeppelin Pilots must gain **2 drinks** from **each** supplier showing on **each** map tile their route enters *(including the starting tile which contains the Entrance Corner)*. A Zeppelin Pilot cannot visit a map tile more than once.

In all cases, **each source** can only be collected from **once** *(per employee, per round)*, regardless of the number of times you pass by it on each route.

CLARIFICATION: Each separate drink collector you have can collect from the same supplier during the same turn.

TRACE A ROAD ROUTE

START: A route must start on an **Entrance Corner** of one of your open restaurants *(or a coffee shop from the expansion)*.

ROAD ROUTE: You can only trace along connected road section 'squares'. *(To clarify, road movement is done in square-by-square movement, consider all roads to be broken up into a grid as the rest of the map tile.)* All edges of orthogonally-adjacent road segment 'squares' are considered connected, and can be traced along *(regardless of how the art might look; i.e., the yellow road line does not prevent road connections. See example on pg. 23)*.

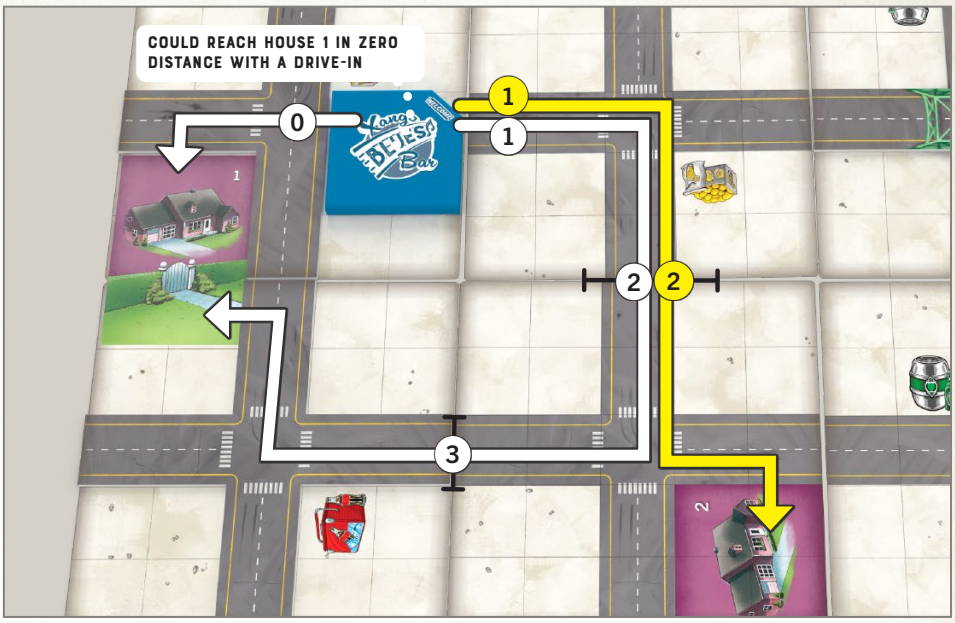


RANGE

The Range of an employee is shown at the top-right corner of the card. Road Range and air Range function the same in this regard: This number tells you the **maximum** number of times your traced route can **cross a tile border**.

RANGE EXAMPLE:

Xango must have Range 2 to reach house #2, or Range 3 to reach house #1. House #1 and Xango are on the same tile, but are separated by 3 map-tile 'borders'. If Xango had a drive-in *(via Local or Regional Manager)*, "0 Range" would be enough to reach house #1.



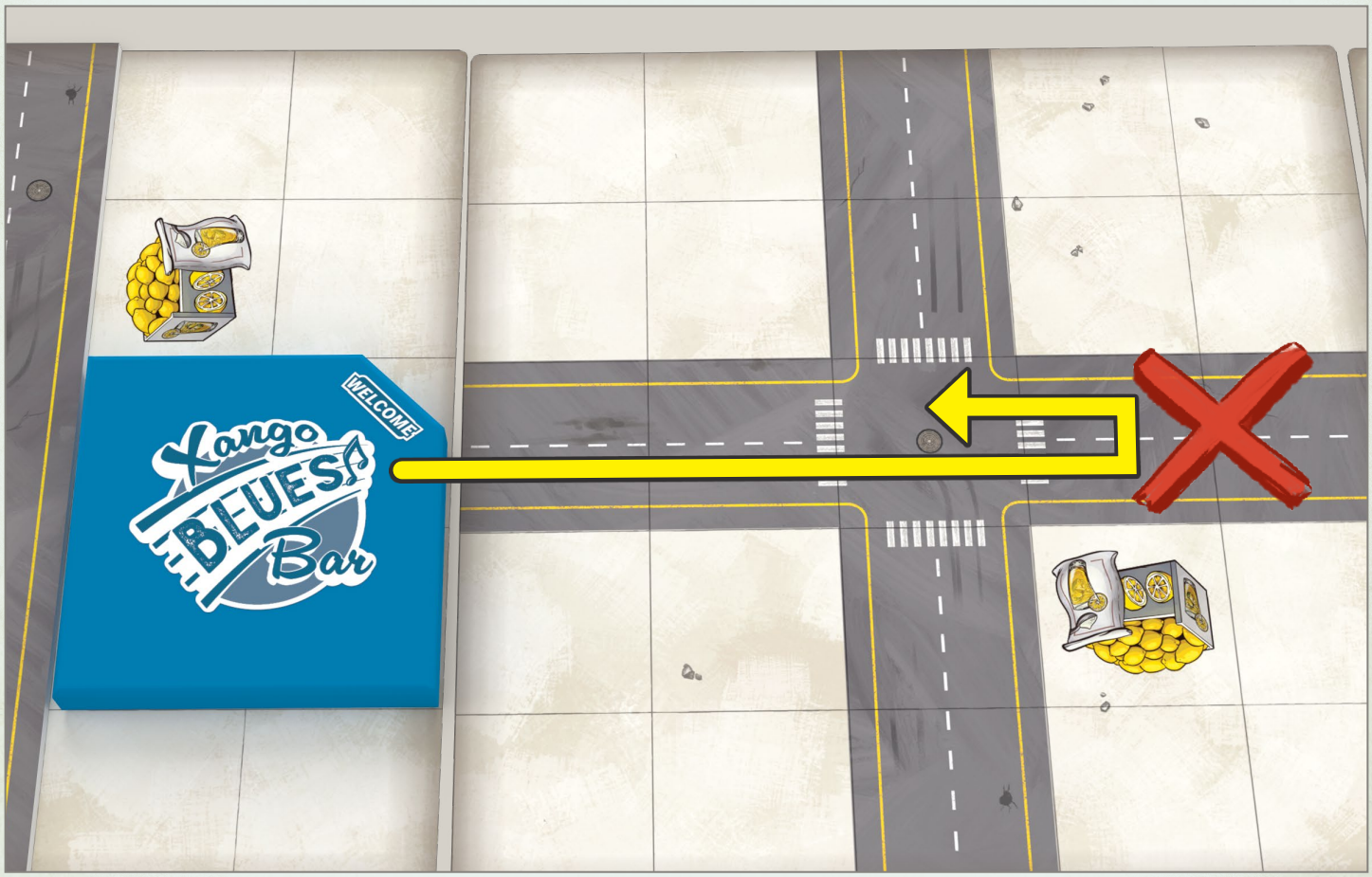
BACKTRACKING

The route may trace back along a road section 'square' that was previously traced along this route *(or a map tile can be entered more than once)* with the following clarifications:

- You cannot trace a road route path back onto a road segment square that you immediately-previously traced from.

EXAMPLE:

A road route could not trace to collect the lemonade, then move back onto a road section square it just came from.



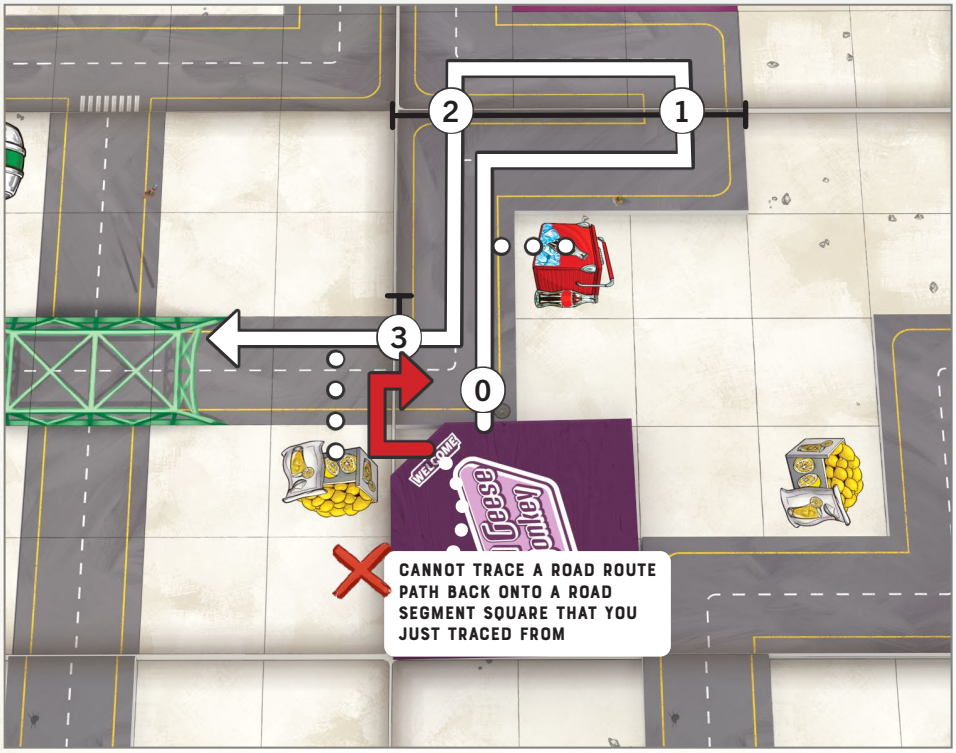
COLLECTION EXAMPLE:

To collect both the soda and lemonade, Range 3 is required *(e.g., Truck Driver, or Cart Operator with milestone)*. 3 Range is traced with this road path, as it crosses the border of a map tile 3 times.

Notice how the lemonade is not collected from the start of the route even though it is orthogonally adjacent to the restaurant's entrance.

The lemonade could not be collected first, as it would require you to trace a road route path back onto a road segment square that you just traced from.

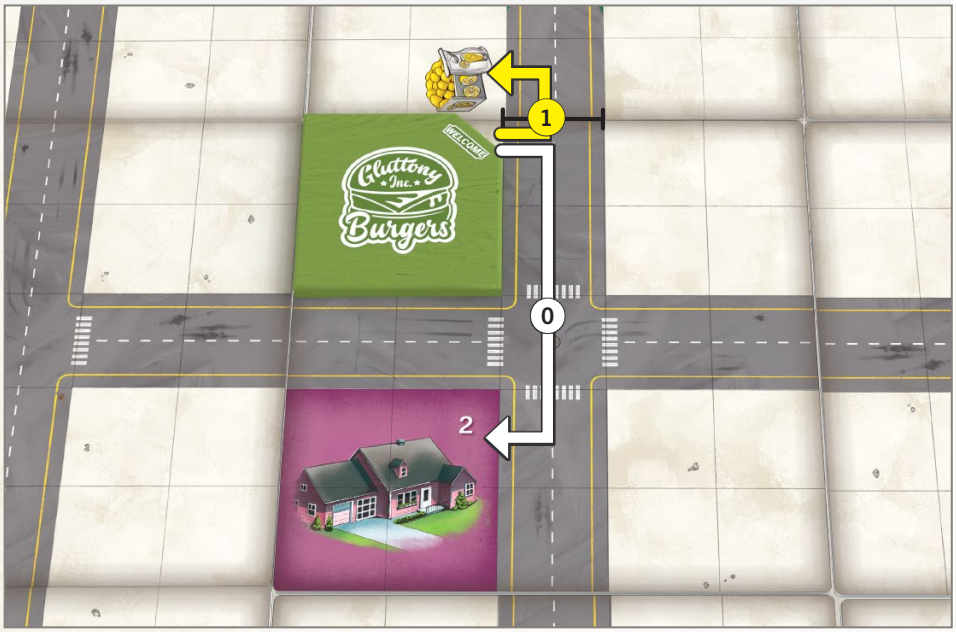
The soda is only collected once, even though it is passed by an orthogonally-adjacent route 3 times.



To clarify, if your **Entrance Corner is at the edge of a map tile**, it requires 1 Range to get onto the road that is on the adjacent tile, but your traced path does NOT begin until you are on that road; see this example:

FOR EXAMPLE:

From Gluttony, it takes 1 Range just to gain lemonade from the shown supplier, even though it is directly adjacent to the Entrance Corner that you start tracing your path from. If you decide to trace your route down, towards house 2, you will not gain the Lemonade.



ROAD DISTANCE AND MULTIPLE CONNECTED ROADS:

When an Entrance Corner is adjacent to 2 separate roads, when **calculating distance** using road routes, choose **one** road to travel along for each road-traveling employee *(see collecting drinks, pg. 21)*.

EXAMPLE 4:

If you have a single Truck Driver, you can choose to get lemonade on Road A, or Soda on road B, but not both, because the roads do not connect together!



CLARIFICATION POINTS:

If you have 2 separate Truck Drivers, you could send one of them to get the soda, and the other to get the Lemonade; you just cannot send the same road-traveling employee to both of them. Road A does not connect to Road B through the restaurant Entrance Corner.

Phase 3f: Place Houses & Gardens

House-Garden combo tokens and Garden tokens are limited - if none are available, you cannot perform the corresponding action.

Each New Business Developer you play allows you to either: place a new house-garden combo token; or, add a garden token to an existing house on the map that does not already have a garden.

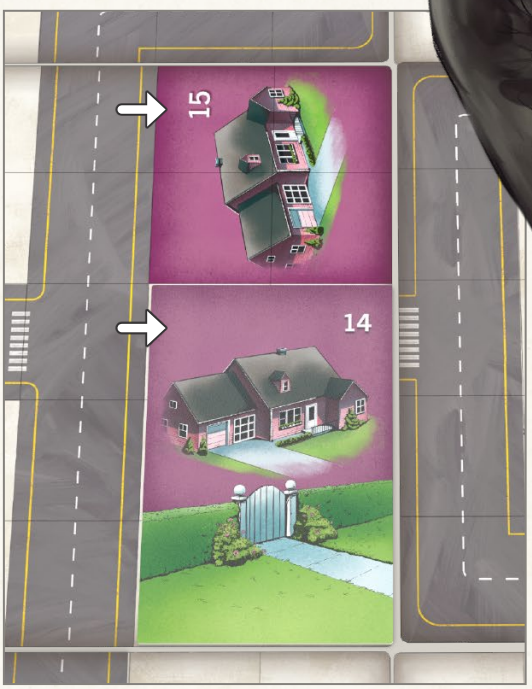
PLACE A HOUSE-GARDEN COMBO TOKEN

Take a house-garden combo token, of any number, that is **still available** in the supply; place it anywhere on the map *(unlimited Range)* with the following rules:

- It must cover only empty squares.
- At least part of any of its edges must be orthogonally adjacent to any road.

You cannot choose to place a house without a garden.

STRATEGY TIP: Placing house 14 this way allows you to prevent house 15 from having a garden *(and they also can't benefit from a garden shared with house 15)*. Orienting the house so that the garden isn't adjacent to house 15 is helpful to remember this.





ADD A GARDEN

Take a garden from the supply and place it next to any house on the map *(unlimited Range)* that does not already have a garden with the following rules:

- It must cover only empty squares.
- Place it so that the house and garden together form a **2x3 rectangle**.

A garden can only belong to and influence a single house; so if a garden is placed adjacent to multiple houses, orient the garden so it is clear which house it belongs to.

HOUSES WITH GARDENS

A house with a garden can have up to 5 demand counters on it *(instead of 3, (pg. 30)*; additionally, they pay **double** the price for each item they buy *(pg. 27)*.

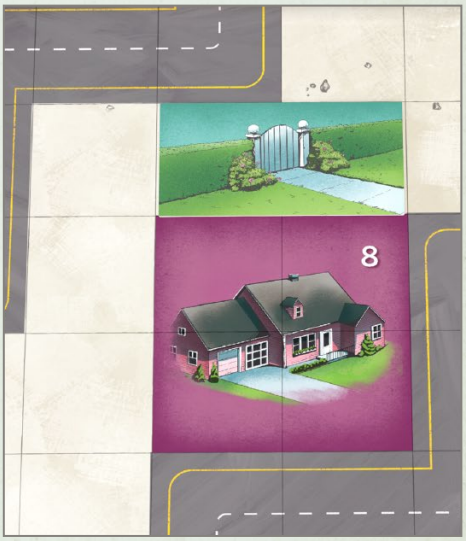
ILLEGAL EXAMPLE:

This example is illegal, as gardens must create a 3x2 rectangle including your house.



LEGAL EXAMPLE:

Placing the garden above the roof is legal *(because it aligns to make a 3x2 rectangle)*.



Phase 3g: Place or Move Restaurants

NOTE: Remember that both Local and Regional Managers also add drive-ins to all your open restaurants during the Open Drive-Ins step, *(pg. 17)*. **Restaurants are limited**: If all 3 of your restaurants are already on the map, you cannot place a new one. You can still move a restaurant using a Regional Manager.



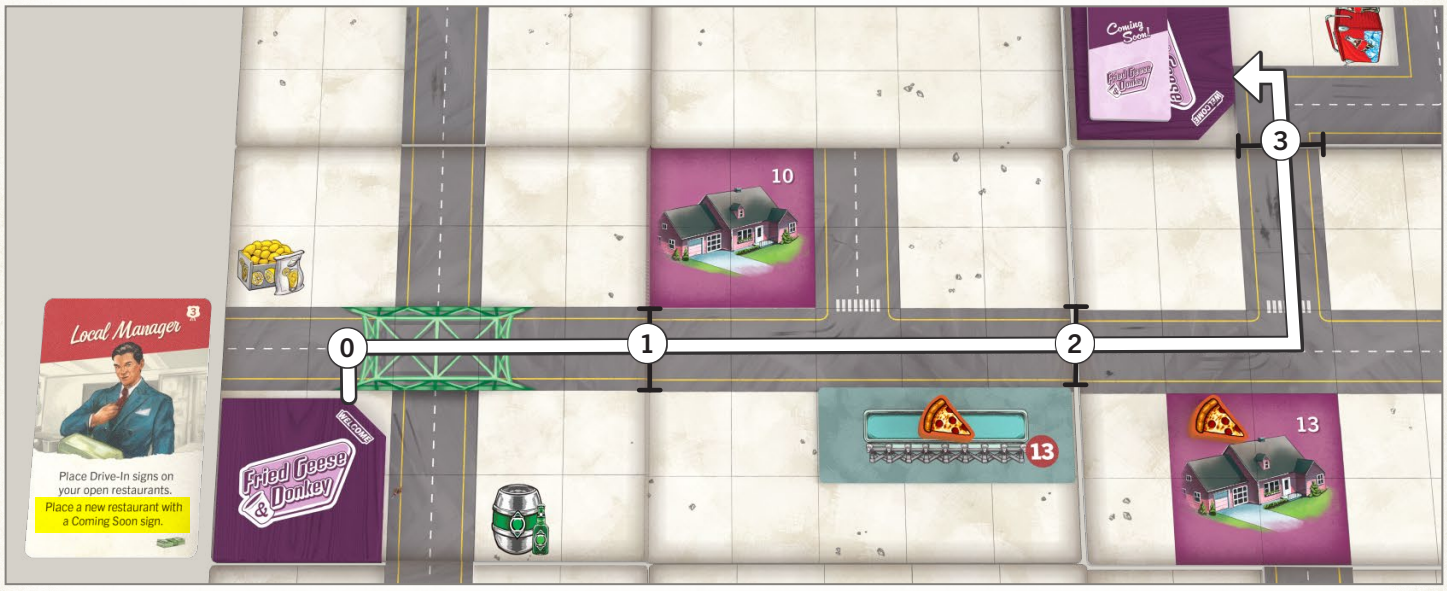
USING A LOCAL MANAGER

Each Local Manager you play allows you to **place** a new restaurant with its 'coming soon' side face up *(that will open at the end of the round)* as follows:

Place it within a **road Range of 3** as follows: Start on an **Entrance Corner** of one of your open restaurants, continuing to an orthogonally-adjacent section of road. Trace a line of distance 3, along connected roads, to the desired location for the new restaurant. The number 3 tells you the maximum number of times your traced road route can **cross a tile border**. *(See page 21 for more details on tracing a route.)* The restaurant must occupy only empty squares and its entrance must connect to any road *(the new restaurant must still connect to the road the Local Manager used for their path)*.

FOR EXAMPLE:

The new restaurant is legally placed as it is connected *(via its entrance)* to any road on the map tile that the Local Manager can get to with 3 Range from one of your existing restaurants. The "Coming Soon" side of the token must be showing face up on the new restaurant as it is not yet open.



USING A REGIONAL MANAGER

A Regional Manager you play allows you to to either:
place a new open restaurant; or, **relocate** one of your restaurants.

PLACE AN OPEN RESTAURANT:
Place a new **open** restaurant anywhere on the map *(unlimited Range)*; it must occupy only empty squares and its entrance must connect to a road. Place a "Drive-In" sign on top of it. The restaurant is immediately open with its 'open' side placed face up, and additionally has a drive-in.

RELOCATE A RESTAURANT: Alternatively, you can remove one of your open restaurants from the map, then place it anywhere on the map *(it stays open)*, keeping its Drive-in sign *(unlimited Range)*; it must occupy only empty squares and its entrance must connect to a road.

NOTE: You may rotate a restaurant and return it to the same spot provided the entrance stays adjacent to a road.



PHASE 4. DINNERTIME

In the evening, it's time for the city's inhabitants to go out for dinner—and for you to reap the rewards of all the hard work you and your employees *(but mostly you)* have done.

Players make no decisions during this phase. Instead, the customers living in each house decide whether to go out for dinner. If a house decides to eat at a player's restaurant, that player must serve the house dinner, by selling the items the house wants from their stock and collecting cash for each item sold.

All houses are checked to determine if they eat or stay at home - one at a time, in numerical order - starting with the lowest-numbered house.

A house with no demand counters always stays at home.

If a house has any demand counters, check if there are any open restaurants it can eat at. In order for a house to eat at an open restaurant, it must meet both of these requirements:

- The restaurant must be connected by road to the house *(at any distance)*; and
- The restaurant chain must have a full set of food and drink items in stock that **exactly matches** *(or exceeds)* the demand counters on the house.

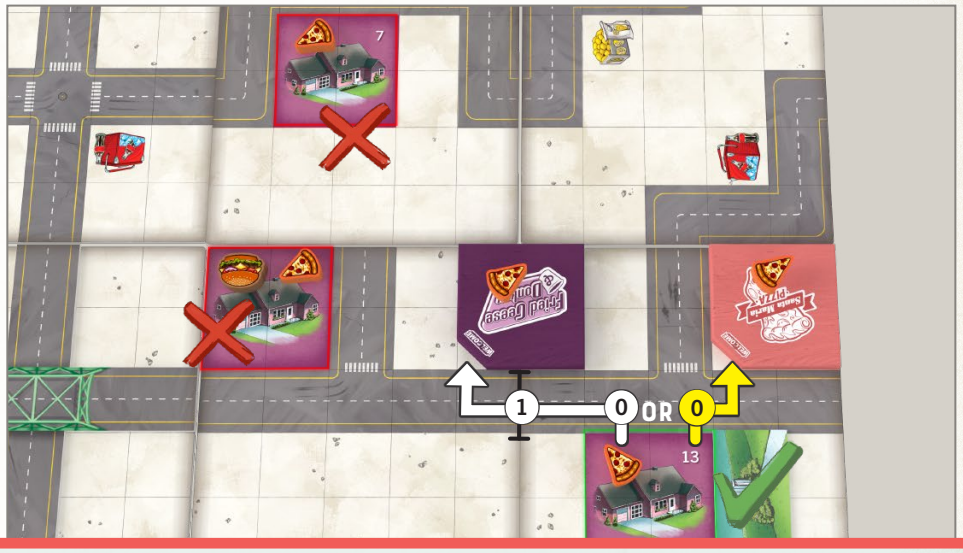
If the house is not connected to any open restaurants, or if none of the open restaurants it is connected to are able to completely fulfill its demand, it decides to stay home.

> ***NOTE:*** To win a house's business, a restaurant must be able to fulfill every demand counter on it. All demand counters remain on the house for this turn. If a player is short by just 1 item, the house will not eat at their restaurant. Customers are so picky!

If exactly one open restaurant fulfills both requirements, the house decides to eat at that restaurant *(regardless of how far away it is or what prices it charges)*. If multiple open restaurants fulfill both requirements, competition ensues *(next section)*.

FOR EXAMPLE:

House 7 is checked first. 2 Restaurants have pizza, but none of them are connected to house 7, so the house does not go out to eat, and the pizza demand counter on it stays. House 10 is checked next, and they want a burger and pizza, but no restaurant provides both, so they do not eat, and the counters remain. Note that pizza is not sold to house 10 by itself. House 13 wants pizza, and both restaurants have that, and they are both connected to the house! So now competition ensues to see which restaurant will actually sell that pizza - see the next section.



COMPETITION

Whenever 2 or more restaurants compete for a house's business, the house makes a final decision based on each restaurant's item price and distance. Follow these steps:

A. ITEM PRICE: Determine the **item price** for each competing restaurant *(see "Item Price" on the facing page for full details)*.

B. DISTANCE: Next, determine the distance between the house and each competing restaurant. For each restaurant, start at the entrance and trace the least-distance path *(i.e., fewest tile border crossings)* by road to the house, then count how many times this path crosses over onto a new tile *(pg. 10)*.

C. DECISION: Determine each competing restaurant's effective price by adding together its item price and distance *(each distance is considered as $1)*. The customers choose the restaurant with the lowest effective price.

> ***NOTE:*** This represents that customers are willing to walk 1 tile further to save $1 per item, 2 tiles to save $2, etc.

D. TIES: If there is a tie for the lowest effective price, the customers choose the restaurant owned by the player with more Waitresses played this turn *(ignore those On the beach)*. If there is also a tie for most Waitresses, the customers choose the restaurant owned by the tied player who is earliest in turn order.

EXAMPLE CONTINUED:

As shown here, let's take a look at the stats for each restaurant to see which one is going to make the sale to house 13.

Fried Geese & Donkey
$10 Base Price
-$1 Per Pricing Manager played (1)
= $9 Item Price
1 Distance away
=$10 Effective Price

Santa Maria Pizza
$10 Base Price
No Pricing Managers played
= $10 Item Price
Zero Distance away
=$10 Effective Price

The house prefers a lower effective price, but they are the same! The tiebreaker is initiated: Donkey played more Waitresses this turn, so house 13 will eat the pizza at Donkey! See how much money they end up making in the next example…

STOCK

All food and drink items you gain are kept in your stock, which is a **shared supply** for all of your restaurants. Your stock is always public information.

DEMAND

The demand counters on a house show which items the customers who live there want for dinner. Each house is limited to 3 total demand counters at a time. If a house has a garden, this limit is increased to 5 demand counters. Houses never start with any demand counters; players must place demand counters on houses by running marketing campaigns *(pg. 30)*.

If no houses have any demand counters, the entire Dinnertime phase can be skipped *(except for Waitress and CFO cash bonuses; see below)*.

Dinnertime will always be skipped during the first 2 rounds of the game, because the earliest any house can receive demand counters is after Dinnertime in the second round. This preparatory stage can last for additional rounds if no one plays any early Marketeers.

SERVING CUSTOMERS AND GETTING PAID

If a house eats at your restaurant, you must immediately discard *(to the supply)* all demand counters on the house and an exact matching set of item counters from your stock. For each item sold, collect cash from the bank equal to your **item price** *(including modifiers)* plus any applicable cash bonuses *(gardens, "First Marketed" Milestones, pg. 35)*.

ITEM PRICE

Your item price is how much you are paid for **each** item you sell. You have **one** item price - all of your items are always the same price. For example, if your item price is $10, selling 1 burger and 1 beer gets you $20, regardless of which restaurant they were bought from. Ignore all calculations made regarding effective price *(you are not paid more or less based on distance)*.

To calculate your item price, start with a base price of $10 and apply the following item price modifiers:

-$1 per Pricing Manager you played *(ignore those On the beach)*.

-$3 per Discount Manager you played *(ignore those On the beach)*.

+$10 if you have a Luxuries Manager played *(ignore those On the beach)*.

-$1 if you have the "First to Lower Prices" milestone *(once gained, this is permanent and must always apply, (pg. 35)*.

All item price modifiers are mandatory, meaning you **must apply** each modifier showing on all of your played employees. Employees On the beach do not apply a modifier.

NOTE: Item price is not affected by the number of items sold, nor any cash bonuses that are earned from milestones or other sources *(next section)*.

CASH BONUSES

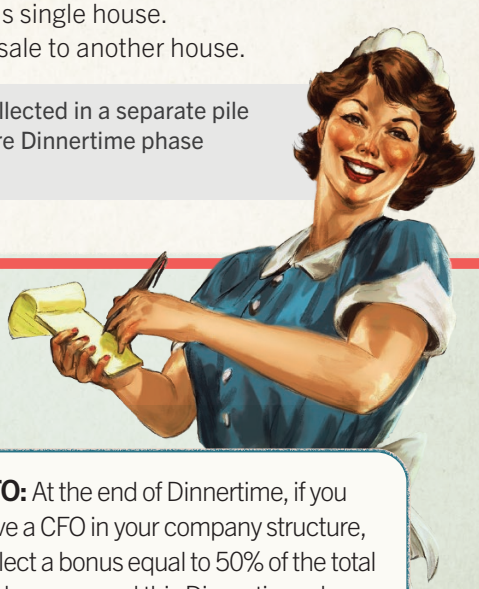
Cash bonuses provided by employees and milestones increase how much money you take home at Dinnertime. They are not included when calculating your effective price, so they have no effect on whether customers decide to eat at your restaurant.

HOUSES WITH GARDENS: After calculating your item price as detailed above, double the total if the house making the purchase has a garden!

"FIRST MARKETED" MILESTONES: When you sell items, if you have a "First Burger/Pizza/Drink Marketed" milestone, take $5 from the bank for each item of the corresponding type you sell *(pg. 35)*. In the case of the "First Drink Marketed" milestone, this applies to every drink you sell *(of all types)*. A garden does not double this bonus.

This is the total cash gained from this sale to this single house.
Repeat the process above if you make another sale to another house.

CFO NOTE: If you have a CFO, keep all money collected in a separate pile to keep track of how much you've gained this entire Dinnertime phase *(see CFO Bonus below)*.



END OF DINNERTIME CASH BONUSES

There are two more possible bonuses, Waitresses and CFO; resolve Waitress first.

WAITRESSES: At the end of Dinnertime, take $3 from the bank for each Waitress played in your company structure *(or $5 if you have the "First Waitress Played" milestone, (pg. 34)*. You earn this bonus even if you did not sell any items at Dinnertime.

CFO NOTE: If you have a CFO, add this Waitress money to the money you've already collected this Dinnertime phase *(if any)*.

At the final cash bonus, process the CFO bonus if you have it!

CFO: At the end of Dinnertime, if you have a CFO in your company structure, collect a bonus equal to 50% of the total cash you earned this Dinnertime phase *(rounded up)*. This includes cash earned from Waitresses and other cash bonuses.

DINNERTIME MILESTONES

At the start of Dinnertime, if there is a Pricing or Discount Manager in your company structure, and the "First to Lower Prices" milestone is still available, immediately claim it and receive its benefit. Because all pricing employee actions are mandatory, you must claim this milestone even if you do not sell any items this phase.

At any point during Dinnertime, if you have enough total cash to claim an available "First to Have $X" milestone, immediately claim it.

NOTE: Regardless of when you claim "First to Have $100", your CEO may not use their new CFO ability until the following Dinnertime phase, *(pg. 34)*.

FOR EXAMPLE:

Donkey sold a pizza to house 13, so the demand counter is removed from house 13, and 1 pizza counter is discarded from Donkey's supply. The base price of all items is $10, and they played a **Pricing Manager** to reduce that by **$1**, resulting in an item price of $9.

Notice how this is not the same as the effective price as seen in the previous example!

There is a garden attached to house 13, so this $9 is doubled to $18. Donkey has the **"First Pizza Marketed"** milestone, so they gain a **$5 bonus** for each pizza they sell. Total so far, Donkey is gaining a total of $23 for this single-pizza sale.

At the end of the round, $6 is gained from 2 played Waitresses, to make a total of $29. Then their CFO adds 50% to that, to make their total cash gained this round $44.

Notice how the garden does not impact the cash gained from the milestone or Waitresses.



BREAKING THE BANK

At any point during the Dinnertime phase, if the bank has $0 remaining, the bank breaks. The first time the bank breaks, immediately take the following steps:

1. **REVEAL RESERVE:** Reveal the bank reserve cards that players selected at setup.
2. **REFILL BANK:** Sum together the cash amounts shown on the revealed cards. Refill the bank with that much cash from the game box.
3. **CEO SLOTS:** Determine which number of CEO slots appears most often on the revealed cards. This is the number of slots each CEO has for the rest of the game. If two types of reserve cards occur equally often, the highest number determines the slots. For example, two "2 slots" cards and two "4 slots" cards will lead to all CEOs having 4 slots. If the number is 2 or 4, each player tucks their bank reserve card with the matching number of slots under their CEO to indicate their new number of slots (pg.13). Take the matching card out of the box if needed.

   NOTE: If the number is 3, CEOs continue to have 3 slots, so players don't need to tuck cards.

4. **FINISH PAYING:** If the bank broke while a player was still owed cash, they continue taking what they were owed. Then continue the Dinnertime phase.

BREAKING THE BANK AGAIN

The second time the bank breaks, do not refill the bank. For the rest of the Dinnertime phase, players continue to earn cash normally, but they must either take the cash they earn from the game box or write it as an 'IOU' on a sheet of paper. At the end of Dinnertime, the game ends, and whoever has the most cash wins *(pg. 33)*.

PHASE 5. PAYDAY

During this phase, players simultaneously choose whether to fire any of their employees. Each player must then pay for each of their employees who requires a salary (💵).

FIRING EMPLOYEES

Before you pay salaries, you may fire any number of employees played in your company structure or On the beach. Return each employee you fire to the supply. You cannot voluntarily fire busy Marketeers *(see sidebar for details)*.

PAYING SALARIES

You must pay a $5 salary to the bank for each of your employees that show 💵 . This includes employees played in your company structure, On the beach, or busy running marketing campaigns *(unless you have the "First Billboard Campaign" milestone, they have no salary in this case, (pg. 35)*.

If you do not have enough cash to pay, you must fire salaried employees to lower the amount you owe until you can pay the full remaining amount. In the extreme case that you have $0 in cash, you must fire all of your salaried employees.

SALARY DISCOUNTS

If you receive any salary discounts from milestones or played employees in your company structure, you must apply them to the total amount you owe before paying anything. You may receive salary discounts from the following sources:

- -$5 per unused Recruiting Manager action played in your company structure
- -$5 per unused HR Director action played in your company structure
- -$15 if you have the "First to Train an Employee" milestone

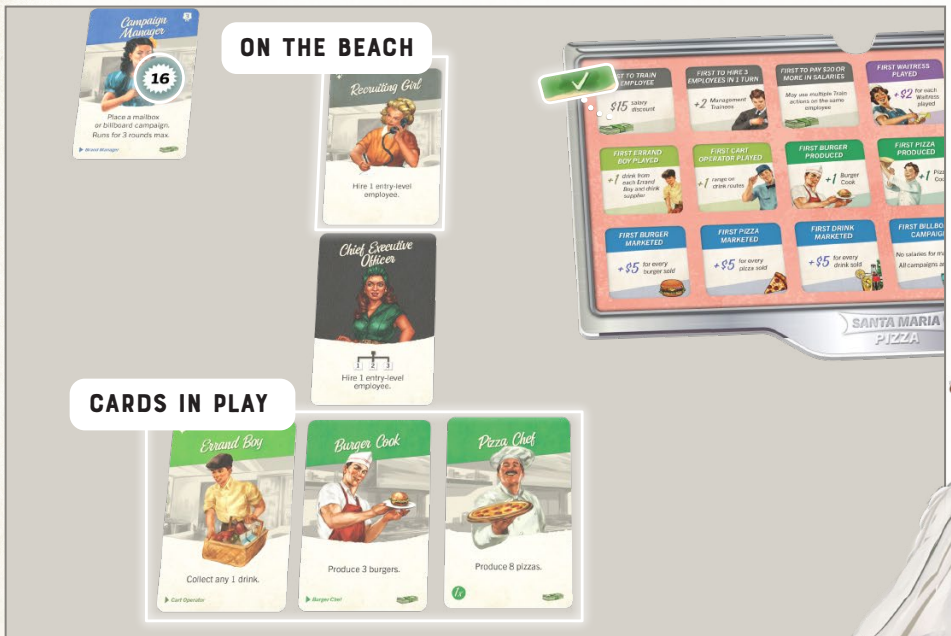
All salary discounts are mandatory, meaning you must use each salary discount available to you, even if it is not helpful to you. *(Specifically, you cannot choose to ignore a discount in order to earn the "First to Pay $20 or More in Salaries" milestone.)* No matter how many salary discounts you have, you cannot reduce the total you owe below $0—employees will not pay to work for you!

PAYING & FIRING BUSY MARKETEERS

While your Marketeers are busy running campaigns, you must still pay their salaries *(unless you have the "First Billboard Placed" milestone, they have no salary in this case, (pg. 35)*. You can never voluntarily fire a busy Marketeer. In the rare case that you cannot pay a busy Marketeer's salary and you have no other salaried employees you can fire instead, you must fire the busy Marketeer. Their campaign remains on the map and continues running normally until it runs out of counters.

PAYDAY MILESTONES

If you pay a total amount of $20 or more to the bank during the Payday phase while the "First to Pay $20 or More in Salaries" milestone is available, immediately claim it and receive its benefit. You must actually pay this amount to the bank; if the salary discounts you receive reduce the final amount you pay below $20, you cannot claim the milestone.



FOR EXAMPLE:

You have a Pizza Chef and a Burger Cook played, and a Campaign Manager busy with a campaign; each of these require a salary, with a total of $15; however, you have the "First to Train an Employee" milestone, so the total you must pay for all 3 of these is $0. *(Remember, you always pay the salaries of Busy Marketeers as well as On the beach employees.)*



PHASE 6. MARKETING

Marketing campaigns create demand with *no player decisions*.

CAMPAIGNS RUN

Campaigns run **one at a time**, in **numerical order** *(start with the lowest-numbered campaign)*. When **each** campaign runs, do the following:

A. **Place** 1 demand counter *(taken from the supply)* - of type matching the duration counter - on **each** house in that **Campaign's Reach. But note the following limitation:**

- A house can only have a maximum of 3 demand counters on it; or if it has a garden, the maximum is 5 instead.
- While a house is at its demand counter maximum, marketing campaigns have **no effect** on it. You cannot swap out an existing counter with a new one!

THEMATIC NOTE: This can lead to some campaigns being utterly useless, as is the nature of some marketing campaigns!

B. Return 1 of the campaign's duration counters to the supply *(even if the campaign did not place any demand counters)*.

C. **END OF CAMPAIGN CHECK:** If the last duration counter was removed from the campaign, the campaign immediately ends.

- This is the **only** way a campaign can end!
- When a campaign ends, return the token to the supply, the campaign's Marketeer card goes On the beach, and the busy marker is returned to the supply.

CAMPAIGN REACH

Campaigns Reach depends on the type of Campaign as follows:

Gardens are considered **part** of their house - treat the garden as an extension of the house, not as a separate part *(i.e., a house with a garden is treated as a single 6-square sized house)*.

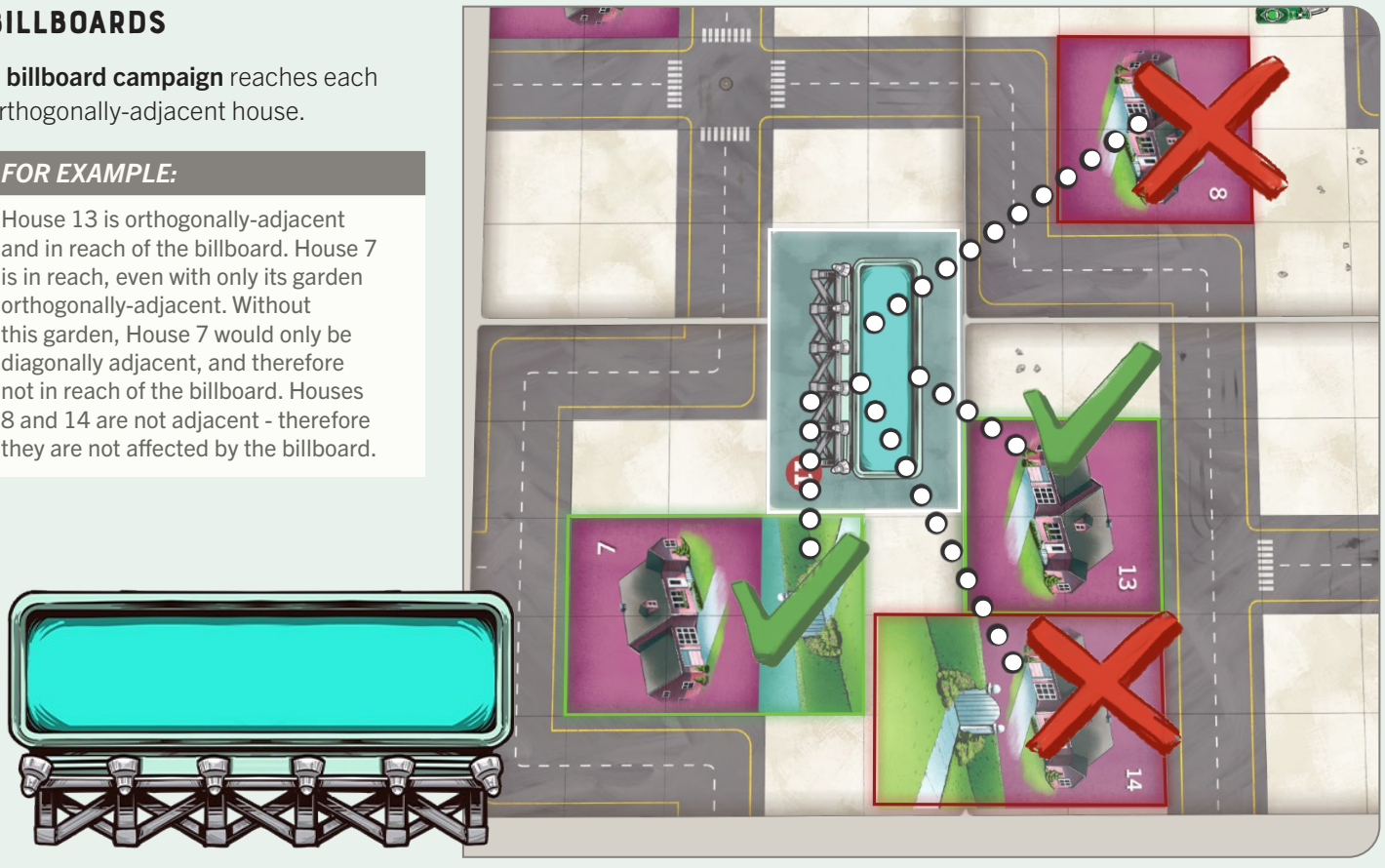


BILLBOARDS

A **billboard campaign** reaches each orthogonally-adjacent house.

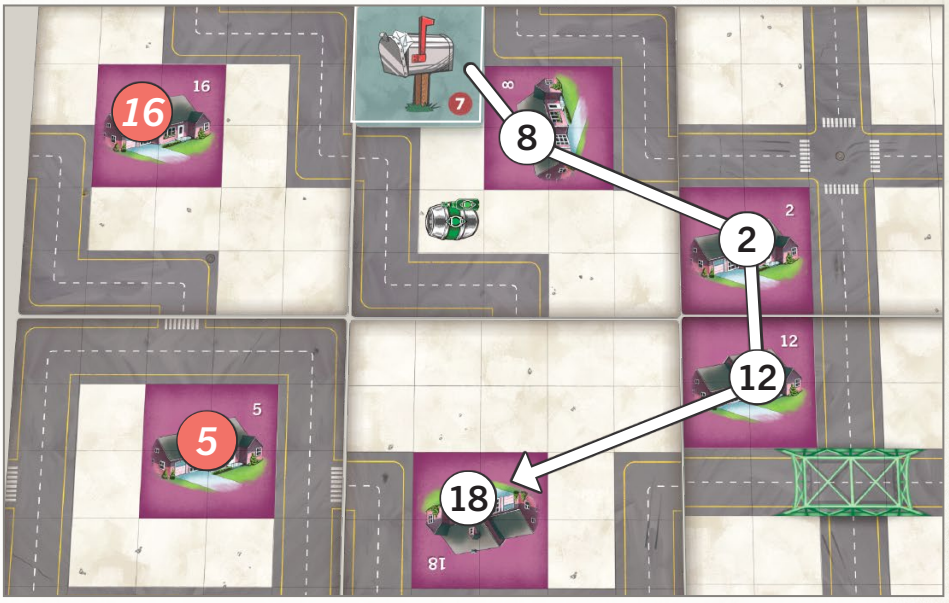
FOR EXAMPLE:

House 13 is orthogonally-adjacent and in reach of the billboard. House 7 is in reach, even with only its garden orthogonally-adjacent. Without this garden, House 7 would only be diagonally adjacent, and therefore not in reach of the billboard. Houses 8 and 14 are not adjacent - therefore they are not affected by the billboard.



MAILBOXES

A **mailbox campaign** reaches each house you can trace a line to from the Mailbox token - nothing **blocks** this traced line except **roads** and the **edge of the map**. Two roads touching at a corner block the traced line of a mailbox. A bridge blocks the path of a mailbox the same as a road crossing.



FOR EXAMPLE:

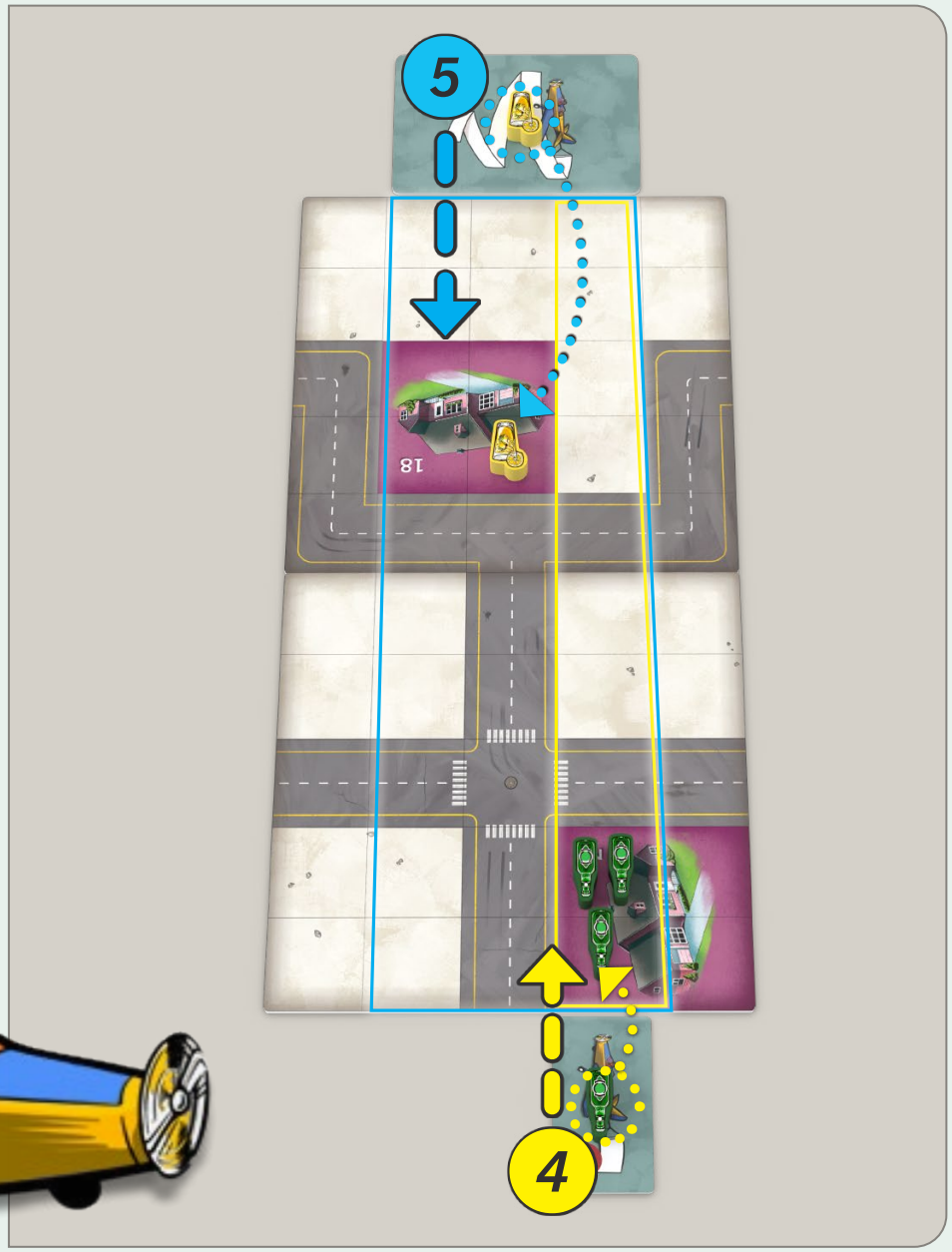
Mailbox 7 can reach Houses 8, 2, 12, and 18. House 16 is blocked by roads too close together *(even a letter cannot fit through that gap!)* House 5 looks close, but mail cannot go across the road.

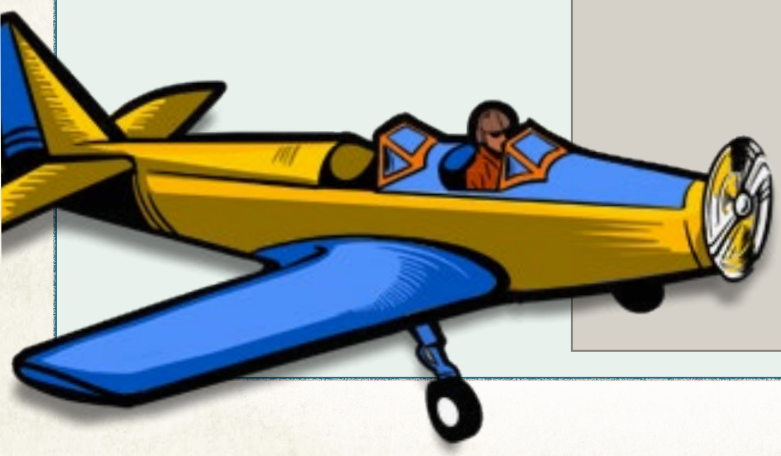
AIRPLANES

An **airplane campaign** reaches each house in its flyover zone: the 1, 3, or 5 rows or columns the airplane token aligns with. Only part of a house and/or its garden needs to be in the flyover zone to be in reach. Nothing blocks the flyover zone. Overlapping airplanes are possible, and each airplane can create demand to the house in their flyover zone *(unless the maximum demand has already been reached)*.

FOR EXAMPLE:

Airplane 4 and 5 overlap, and both of them flyover and reach house 2. Airplane 4 markets first, so house 2 gains a beer demand counter and is now at their 3 maximum demand! When airplane 5 markets, house 18 gains 1 lemonade demand; however, they can no longer place demand on house 2.





RADIO TOWERS

A **radio campaign** reaches every house on its own tile and on all 8 surrounding tiles. Only part of a house and/or its garden needs to be on one of these tiles.



FOR EXAMPLE:

All houses in these 9 tiles are in reach of the radio campaign. Even the house in the top-left corner can hear the radio, because part of their house is part of the 8 surrounding tiles of the radio *(and the people spend most of their day in that half of the house anyways)*.

MARKETING EXAMPLE:

Both of these billboards are orthogonally adjacent to house 13, so they each market to it.

One counter matching the type on each billboard is placed on house 13 as demand counters, then 1 counter from each billboard is removed. Billboard 15 has no more counters on it, so it is removed from the map, and Marketing Trainee tagged with “15” is returned to its owner On the beach.



PHASE 7. CLEANUP

After the Marketing phase, follow these steps to end the round:

A. **THROW AWAY ITEMS:** All players must return any unsold items in their stock to the supply. *(If a player has the "First to Throw Away Food or Drink" milestone, they can keep up to 10 items in their freezer instead of throwing them away, (pg. 34.)*

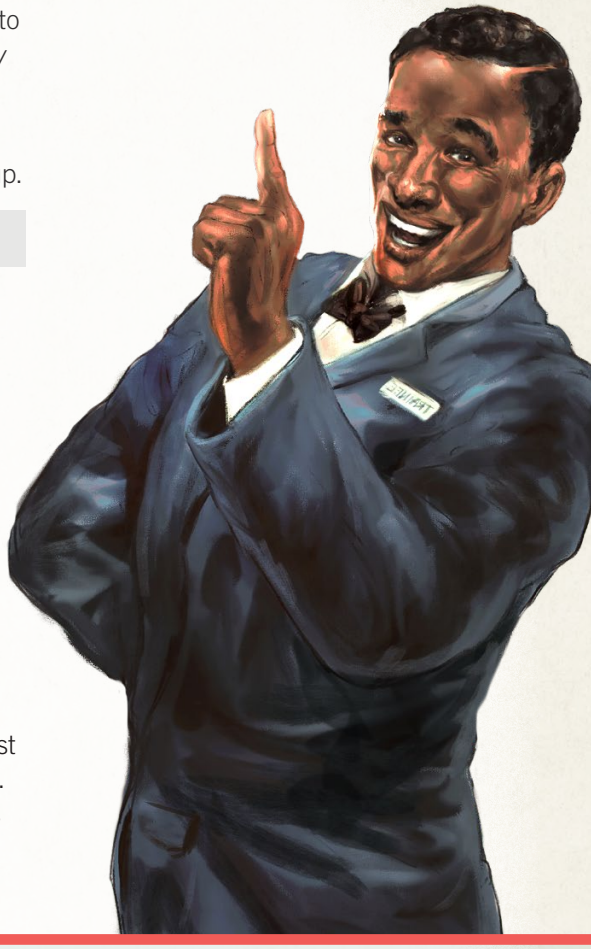
B. **RETURN EMPLOYEES:** Each player returns all played employees in their company structure and On the beach to their hand. Busy Marketeers are left faceup.

> ***NOTE:*** This can be a good time to ask to see an opponent's cards, (*pg. 13*.

C. **REMOVE SIGNS:** Remove all "Coming Soon" and "Drive-In" signs on restaurants. All restaurants on the map are now open and all restaurants no longer have drive-ins.

D. **CROSS OUT MILESTONES:** Each player must place an ❌ token on each milestone they no longer are able to claim *(pg. 11)*.

E. **NEW ROUND:** Begin the next round with the Restructuring phase. All duration counters on marketing campaigns and all demand counters on houses remain in play.



CLEANUP MILESTONES

If you throw away at least 1 food or drink item during the Cleanup phase while the "First to Throw Away Food or Drink" milestone is available, immediately claim the milestone. Although you gain a new freezer immediately, you may not use it to store unsold items until the following cleanup phase, so you must still throw away all unsold items you currently have *(pg. 34)*.

GAME END

After the bank breaks for the second time *(pg. 28)*, finish the Dinnertime phase, then end the game. Do not resolve the remaining phases of the round.

> ***NOTE:*** You do not need to pay salaries in the last round—no need to fire your whole staff!

Each player counts up their total cash *(including any "IOUs" they have written down)*. Whoever has the most cash wins. In the event of a tie, the tied player who is ahead in turn order wins.



List of Milestones

FIRST TO TRAIN AN EMPLOYEE



REQUIREMENTS: Train an employee on your turn.

BENEFITS: For the rest of the game, you must pay $15 less in Salary during the Payday phase.

FIRST TO HIRE 3 EMPLOYEES IN 1 TURN

REQUIREMENTS: Hire 3 or more employees on your turn.

BENEFITS: Immediately Hire 2 additional Management Trainees. If there are not enough left in the supply, Hire as many as you can. **Cannot** be combined with a Train to skip unavailable Management Trainees.

FIRST TO PAY $20 OR MORE IN SALARIES



REQUIREMENTS: Pay $20 or more in salaries in the Payday phase, after salary discounts.

BENEFITS: For the rest of the game, you can use multiple Trainers, Coaches, and Gurus to Train the same employee during the same turn. For example, you can use 2 Trainers and 1 Coach to train a Management Trainee 4 steps in 1 turn.

FIRST WAITRESS PLAYED

REQUIREMENTS: Play a Waitress in the Restructuring phase.

BENEFITS: At the end of each Dinnertime phase, earn a +$2 cash bonus for each Waitress played in your company structure. This includes the Waitress played to earn this milestone.

FIRST TO HAVE $20



REQUIREMENTS: Have $20 or more in cash at the end of the Dinnertime phase.

BENEFITS: Immediately look at all face down reserve cards. You can look at them again at any time. You are allowed to make truthful or confusing noises about whatever you see on the cards, but cannot show them to other players.

FIRST TO HAVE $100



REQUIREMENTS: Have $100 or more in cash at the end of the Dinnertime phase.

BENEFITS: Beginning in the next Dinnertime phase, your CEO provides the same cash bonus as a CFO *(50% of the total cash you earn during Dinnertime, rounded up)*. If you already have a CFO, you must fire them. You cannot train another CFO for the rest of the game.

FIRST ERRAND BOY PLAYED

REQUIREMENTS: Play an Errand Boy in the Restructuring phase.

BENEFITS: For the rest of the game, each of your Errand Boys collect 2 drinks of the same type, and each of your other drink collectors gain 1 extra drink from each supplier they visit *(Cart Operators and Zeppelin Pilots collect 3 drinks from each supplier; Truck Drivers collect 4 drinks from each supplier)*.



FIRST CART OPERATOR PLAYED

REQUIREMENTS: Play a Cart Operator in the Restructuring phase.

BENEFITS: For the rest of the game, each of your Cart Operators, Truck Drivers, and Zeppelin Pilots have +1 Range. Errand boys are not affected.

FIRST BURGER / PIZZA PRODUCED



REQUIREMENTS: Produce at least 1 burger/pizza on your turn.

BENEFITS: Immediately gain a Burger/Pizza Cook. You must pay their salary *(or fire them)* in the Payday phase. Because this milestone is earned after training employees on your turn, you cannot train your new Cook this round. If there are no Burger/Pizza Cooks left in the supply, you receive no benefit from this milestone.

FIRST TO THROW AWAY FOOD OR DRINK



REQUIREMENTS: Throw away at least 1 unsold item during the Cleanup phase.

BENEFITS: Immediately gain a freezer tile from the supply. Beginning in the next Cleanup phase, you can store up to 10 unsold items in your freezer at the end of the round instead of throwing them away. Items in your freezer are still in your stock and can be sold at Dinnertime. If you have more than 10 unsold items during Cleanup, you must choose 10 to store and throw away the rest. You can store the same items for multiple rounds.

FIRST TO LOWER PRICES

REQUIREMENTS: Lower your item price during the Dinnertime phase.

BENEFITS: For the rest of the game, your item price is $1 lower. This modifier applies during the current Dinnertime phase, and continues to apply every round, even when you do not play any pricing employees.

FIRST BURGER / PIZZA / DRINK MARKETED

REQUIREMENTS: Launch a campaign advertising burgers/pizza/any drink on your turn.

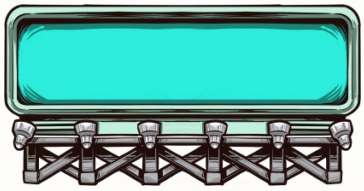
BENEFITS: For the rest of the game, you earn a +$5 cash bonus for each burger/pizza/drink you sell. In the case of drinks, this bonus applies to all drinks you sell. This bonus does not affect your item price; it only affects the amount of cash you earn from each sale *(pg. 27)*.

FIRST BILLBOARD CAMPAIGN

REQUIREMENTS: Launch a billboard campaign on your turn.

BENEFITS: For the rest of the game, you do not pay salaries for Campaign Managers, Brand Managers, or a Brand Director. This discount applies to both Marketeers in your company structure and Marketeers who are busy running campaigns.

Additionally, for the rest of the game, all marketing campaigns you launch are eternal *(see pg. 20 for details)*. This includes the billboard used to earn this milestone.



FIRST AIRPLANE CAMPAIGN



REQUIREMENTS: Launch an airplane campaign on your turn.

BENEFITS: In each Order of Business phase, count 2 additional open Work slots toward your total. You cannot play employees in these slots; they are only counted when choosing turn order.

FIRST RADIO CAMPAIGN



REQUIREMENTS: Launch a radio campaign on your turn.

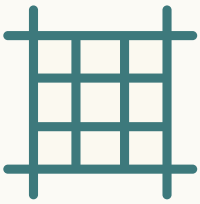
BENEFITS: In each Marketing phase, each of your radio campaigns adds 2 demand counters to each house they reach *(instead of one)*. This includes the radio campaign used to earn this milestone. If there is not enough space to place both demand counters on a house, add as many as you can. You still only remove 1 duration counter from a radio campaign each time it runs.



Strategy Guide

SOME STRATEGIC POINTERS

The best strategy in the game is highly dependent on the map layout, your map position, and the actions of other players *(in no particular order)*.



Milestones are the key to planning your strategy. You will need to claim milestones before others do. Reaching the right milestones as soon as possible is often essential, as the others will likely be taken by the time you reach them.



There is a trade-off between building up your company through Hiring and Training, and earning cash through marketing and sales. The winning mix depends on how long the game ends up taking. This in turn depends on the bank reserve cards players chose, and whether more players choose to focus on recruiting and training for the long game or making early sales to break the bank quickly.



The game often accelerates dramatically towards the end. You can win by earning cash only in the last round, if you have prepared well—or you could still be preparing for a round that never comes.



You can hurt other players by advertising items they cannot produce. But beware, you may also be helping them sell more later on!



Try to plan around the order that houses will go out for dinner, because if you serve all of your stock to lower-numbered houses, you will not be able to serve higher-numbered houses that would otherwise buy from you. In some cases, this can lead to customers who go out later in the evening traveling a very long way *(or paying a very steep price)* to get what they want.



Price wars are very effective to attack others, but they will be very costly to yourself as well. Use them tactically.



Houses with gardens are very lucrative but may attract competition.



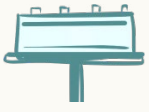
You can sometimes make more cash selling a few items at high prices than by selling a lot of items at a discount. But it can also be the other way around.

$$$

Sometimes, it can be useful to advertise in a way that helps other players earn cash—as long as you earn more yourself!



Combine the previous 2 ideas.

$  $

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