RULES OF THE GAME

Food Advice

ABOUT THE GAME

« **Create your signature product, sell it in shops, compete with other food startups to attract customers and become a millionaire!** »

★ The game requires reasonable resource allocation, creativity and social cooperation.

★ The game introduces such processes as taking into account the needs of customers, creating a marketing strategy for the promotion of the product, etc.

★ The game shows that the food industry is abundant in combinations and opportunities for creativity and success.

Upgrading

+ 50 to your mood

+ 30 to creative potential

+ 20 to commercial acumen

+ 15 to communication skills

Number of players	4 to 6 people
Round duration	60–90 minutes
Age	10+

GAME STRUCTURE

CHARACTERS | 6 pcs

Cards are used to assign functions among the players

1. Banker

The Banker is responsible for all transactions with **Foodcoins**, such as:

- **Issuing Foodcoins** by the bank to the players;
- **Withdrawing Foodcoins** in favor of the game bank;
- **Getting and redirecting** investments from one player to another;
- **Tracking** financial transactions throughout the game.

Only the **Banker** can manipulate **Foodcoins** (issue, withdraw, redirect investments).

The **Banker** informs the players about the **Mabius** field's terms in the gameboard.

BANKER

Banker's **card** | Banker's **chip**

5, 10, 25, 50, 100 **Foodcoins** notes

Mabius
FOOD STARTUP CENTRE

INVESTMENTS:
By investing 5 F into a player, every time their product is bought you get 15 from the bank

2. Journalist

The **Journalist** is responsible for the **Event** deck and the **Advertising** field in the gameboard.
The Journalist performs the following functions:

- **Issuing** the **Event** cards to the players at the end of each round;

- **Informing** the players about the **Advertising** field's terms;

- **Recording** names and taglines of the players' products during their presentations;

- **Announcing** the total list of products by all players before the voting.

JOURNALIST

Journalist's **card** | Journalist's **chip**

Only the **Journalist** can manipulate **Event** cards (issue, watch the players' actions, manipulate the deck).

FoodAdvice

EVENTS

Your product's getting popular!
Get 25 foodcoins

Events cards

The **Journalist** informs the players about the **Advertising** field's terms in the gameboard.

| ADVERTISEMENT ★	+ 1 personal customer at the end of the round if the requirement is met		PRODUCT PROMOTION CHANNELS	
NATIONAL: All players had consumers from all the three categories	MARKETING BUZZ: All players had at least three customers from the same category	TOP REVIEWS: Your product was bought three or more times	BULL'S EYE: You had three or more matches in flavor or shape	SENSATION: All players had six or more matches in flavor or shape

3. Farmer

The **Farmer** is responsible for all transactions with the **Product** and **Ingredient** decks.
The Farmer performs the following functions:

- **Issuing Product** cards to the players at the beginning of each round;

- **Issuing Ingredient** cards to the players at the beginning of each round;

- **Taking** extra **Ingredient** cards back from the players;

- **Placing** played Ingredient cards at the bottom of the **Ingredient** deck.

Only the **Farmer** can manipulate **Ingredient** and **Product** cards (issue, stack a deck, shuffle).
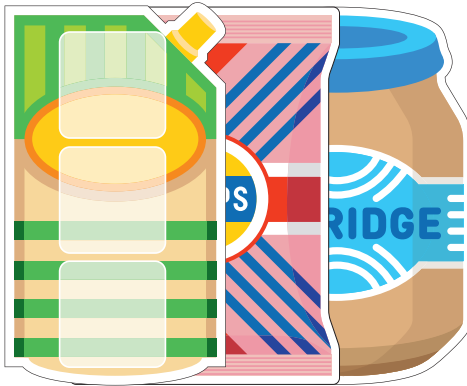
Farmer's **card**   Farmer's **chip**

Product cards

Product cards

Ingredient cards

#spicy

#sour

#exotic
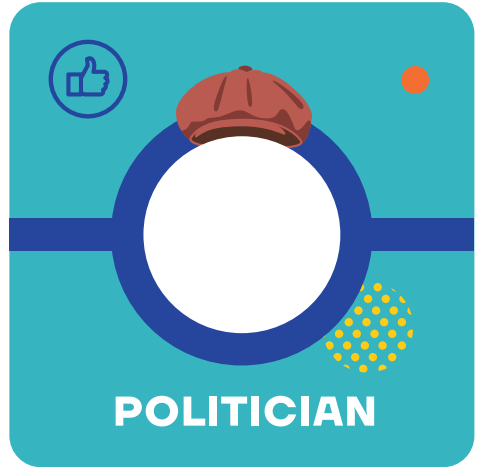
Ingredient cards

4. Politician

The **Politician** is responsible for all transactions with the **Customer** deck and cards.
The Politician performs the following functions:

- **Placing Customers** cards on the gameboard;

- **Issuing** extra **Customers** cards;

- **Taking back** played Customers cards;

- **Counting** votes and **announcing** the winner.

If a player runs out of **Customers** cards during the round, then the **Politician** takes all played cards, shuffles them thoroughly, and puts them back face down in the corresponding field on the gameboard.

Only the **Politician** can manipulate the deck and **Customer** cards (put them on the gameboard, shuffle them).

POLITICIAN

Politician's **card** | Politician's **chip**
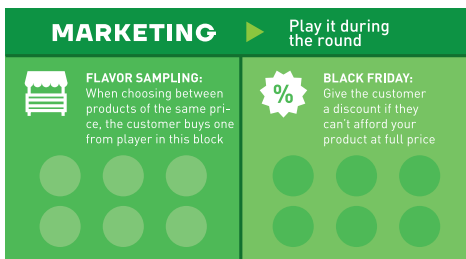

Customers cards

5. Retailer

The **Retailer** is responsible for all transactions with the **Shop** deck and cards, as well as for the **Marketing** field in the gameboard. The Retailer performs the following functions:

- **Placing** Shops cards face up on the gameboard;

- **Announcing** shopping terms as the cards are in place;

- **Taking back** played shop cards and placing them at the bottom of the deck;

- **Informing** the players about the **Marketing** field's terms.

RETAILER

Retailer's **card**

Retailer's **chip**

Only the **Retailer** can manipulate the deck and **Shop** cards (put them on the gameboard, put them in the deck and shuffle it).

The **Retailer** informs the players about the **Marketing** field's terms.

MARKETING ▶	Play it during the round
FLAVOR SAMPLING: When choosing between products of the same price, the customer buys one from player in this block	**BLACK FRIDAY:** Give the customer a discount if they can't afford your product at full price

Marketing field

Shop cards

6. Prosecutor

The **Prosecutor** is responsible for dealing game chips and compliance with the **Rules**. The Prosecutor performs the following functions:

- **Dealing** game **chips** at the beginning of the game;

- **Dealing** extra game chips to the winners of votes;

- **Monitoring** compliance with the **Rules** and keeping things fair;

- **Solving** disputes as suggested by the Rules (or as decided by the majority of players when the Rules provide no clear options).

PROSECUTOR

Prosecutor's **card**

Prosecutor's **chip**

The **Prosecutor** can fine any player for **5 foodcoins** an unlimited number of times as violations are committed.

The **Prosecutor** gives the players **3 chips** at the beginning of the game and one extra chip for each voting they won.

FOODCOINS | 100 pcs

Foodcoin (F) is the game currency which is used to purchase finished products.

There are 5 types of notes in the game worth **5, 10, 25, 50** and **100** foodcoins. 20 pcs in each group.

INGREDIENTS | 84 pcs

All ingredients are divided into three price categories: economy, medium and premium. The ingredient category is indicated on the card's face.

Ingredient price:
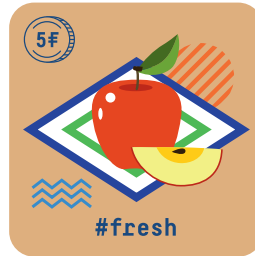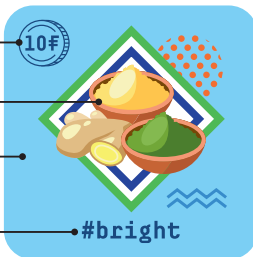**Economy** | 5 ₣
Medium | 10 ₣
Premium | 20 ₣

Card elements

Food Advice
INGREDIENTS

5₣
#fresh

Price
Product
Category color
Flavor hashtag #

10₣
#bright

20₣
#stylish

PRODUCTS | 20 pcs

Products are cards of product forms from different categories.

On the card face, there are 3 windows to put ingredients in. The product price and flavor properties are determined by its ingredients.

Here is a list of all product shapes: pastry, pickles, canned food, drink, frozen food, boiled sausage, salami, yoghurt, chocolate, soup, garnish, salad, tea, pizza, cake, sauce, snacks, porridge, chips, milk drink.

DRINK

CUSTOMERS | 44 pcs

Customers are playful characters from different walks of life, for whom a new product is created.

All customers are divided into three financial categories depending on their budget: economy, medium и premium.

Economy | **color:** beige, **budget:** 20 ₣
Medium | **color:** blue, **budget:** 40 ₣
Premium | **color:** pink, **budget:** 60 ₣

MARY SHOPPINS
20₣
#ecological | #juicy
#healthy | #hearty

MISTER HIPSTER
40₣
#fresh | #trendy
#stylish

ANNA CARAMELINA
60₣
#pretentious | #trendy

Budget | Favorite product shape | Flavor hashtags | Category color

SHOPS | 20 pcs

These cards indicate places where products are sold to customers.

The card face contains the shop name, terms of bonuses when selling products, two product shapes, and six cells for game chips.

EVENTS | 40 pcs

These cards describe various situations that add an element of randomness to the game, helping or hindering players in the pursuit of their goals.

These cards are dealt to each player at the beginning of 2nd and 3rd Rounds after selecting shops and promotion channels.

CORPORATE WAR

Steal 20 foodcoins
from another player

CHIPS | 48 pcs

There are six types of game chips for players to select shops and product promotion channels.

At the beginning of the game, each player receives three chips corresponding to their game character to make game choices.
During the game, the number of chips a player has can change.

🟡	Banker	🔵	Politician
🔵	Journalist	🟠	Retailer
🟢	Farmer	🟢	Prosecutor

GAMEBOARD

The gameboard is designed to resemble a city map.

In the central part of the gameboard, there are six empty fields for Shop cards. **Retailer** is able to put Shop card here during the game.

There are special fields on the gameboard's sides on which you can put the decks.
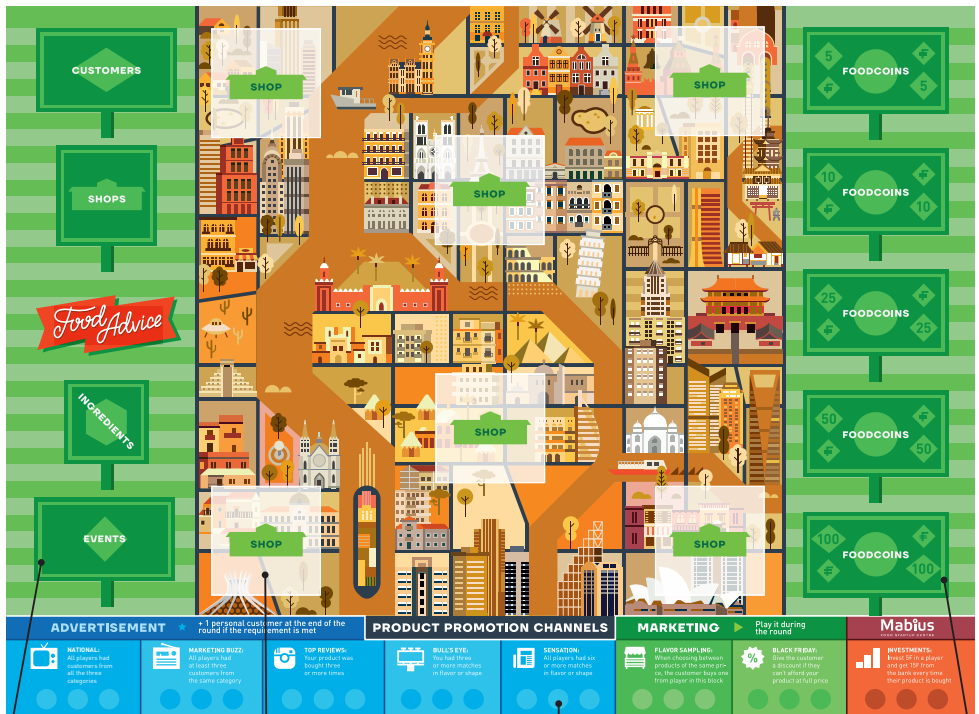
Fields to put the deck in

Shop card field

Promotion channels

Foodcoin notes field

GETTING READY FOR THE GAME

1. Place the gameboard in the center of the table.

2. Shuffle the character deck and deal one card to each player.

Now each player has a role in the game according to their character cards.

3.1 Banker
This character takes **foodcoin** notes, divides them into five stacks by their value, and puts them in the corresponding fields in the right part of the gameboard.

3.2 Journalist
The player who receives the Journalist card takes the **Event** deck, shuffles it thoroughly, and puts it face down in the corresponding field in the left corner of the gameboard.

3.3 Retailer
The player who receives the Retailer card takes the **Shop** deck, shuffles it thoroughly, and puts it face down in the corresponding field in the left part of the gameboard.

3.4 Politician
The player who receives the Politician card takes the **Customer** cards deck, shuffles it thoroughly, and puts it face down in the corresponding field in the top left corner of the gameboard.

3.5 Farmer
The player who receives the Farmer card takes the **Ingredient** deck, shuffles it thoroughly, and puts it face down in the corresponding window in the left part of the gameboard.

3.6 Prosecutor
The player who receives the Prosecutor card takes the game chips and deals three chips to each player in line with their character cards.

Example card

Chip on the card

Characters chip

PROSECUTOR

GAMEPLAY

1 | DEALING CHARACTER CARDS AND CHIPS

1. Stack all character cards in a single deck face down and shuffle them. The cards can be shuffled by any player.

2. The player who shuffled the deck deals one **Character** card to each player.

3. When each player has a character card, the player who received the **Prosecutor** card deals **three game chips to each player** according to their characters
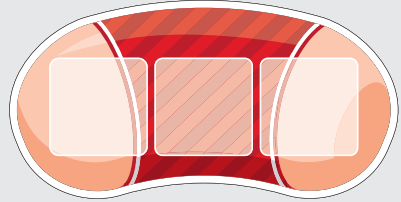
RETAILER

PROSECUTOR

POLITICIAN

BANKER

FARMER

JOURNALIST

2 | CREATING A SIGNATURE PRODUCT

1. The **Farmer** deals one **random product shape** to each player.

2. The **Farmer** deals six **random ingredient cards** to each player.

3. Each player keeps three ingredients of their choice.
The players can exchange Ingredient cards to achieve the desired combination.

#bright   #rich   #advanced

4. **Each player comes up with a name and a tagline for their product.**

#bright   #rich   #advanced

3 | PRODUCT PRESENTATION

« Players present their products and announce their names and taglines »

The **Journalist notes** all products and their names and announces the entire list of created products. Then each player votes for **one product they like**.

The **Politician** counts the votes and announces the winner. The **Prosecutor** deals the winner one extra game chip.
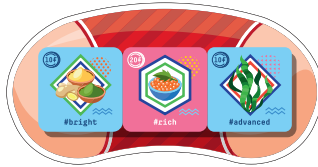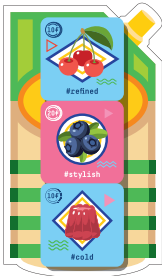
« For each vote their product receives players get 5 ₣ from the game bank »

The extra chip allows the winner to:

★ select an additional shop (then the player will be able to receive bonuses from three shops instead of two);

★ select an additional promotion channel (the player will have two promotion channels instead of one).

« The player with the largest number of votes receives one extra chip »

4 | PLACING PRODUCTS IN SHOPS

1. The **Retailer picks six random** cards **from the Shop deck** and puts them face up in the field reading Shop in the central part of the gameboard.

2. Each player, upon reviewing the terms of bonuses from shops given in the card, **selects two shops** and places one of their chips in each.

When their products are purchased and the shop's terms are met, they receive the bonus specified in the shop card. Also, **each shop specifies two product shapes.** If the shape of the purchased product matches, the player gets extra **10 ₣**.

One player can't place two chips in the same shop.

7-FORTY

+15₣ for every purchase by a female customer

« **Each time a round starts, you put shops on the gameboard. The players choose new shops to sell their products** »

5 | PRODUCT PROMOTION

« **Each player reviews the terms of bonuses from promotion channels specified in the gameboard and selects one channel to put the remaining chips on in** »

Players choose promotion channels at the beginning of each round.

The game provides two ways for promoting products:

★ **Advertising** — if the terms of the selected advertising channel are met, the player receives an extra personal customer at the end of the round.

Product promotion through advertising includes 5 channels:
- National
- Marketing buzz
- Sensation
- Bull's eye
- Top reviews

★ **Marketing** — product promotion channels that work when customers purchase products.

Product promotion through marketing includes two channels:
- Flavor sampling
- Black Friday (see example on page 25)

★ **Mabius** — this is a field for investing in other players' products.

Select a player to invest in before a new round starts. The player receives profit immediately after the product they invested in is purchased.

Game chips field

- The **Journalist** informs the players about the **Advertising** field's terms;

- The **Retailer** informs the players about those of the **Marketing** field;

- The **Banker** informs the players about those of the **Mabius** field.

6 | SELLING PRODUCTS

1. The Politician picks top six cards from the Customer deck and puts them face down in the middle of the gameboard.
2. The Politician flips cards one by one revealing unique customers.

HOW CUSTOMERS CHOOSE PRODUCTS

Let's look at various purchase scenarios on the example of **Mister Hipster** card.

Customer information

Financial category: medium

Budget: 40 ₣

Taste hashtags: #healthy, #nutritious, #dietary

Favorite product shape: yogurt

MISTER HIPSTER

40₣

#healthy | #nutritious
#dietary

1. Flavor preferences

The customer first looks for products with the maximum number of taste matches - the hashtags on his card and the hashtags on the ingredients of all participating products.

Example 1 >

2. Product price

Having found products with a hashtag match, the customer looks at their price, which is based on the sum of the cost of the three ingredients. The customer looks at his budget and thus understands whether he has enough money to buy one product or another. In doing so, the customer chooses the product which price is closest to his or her budget.
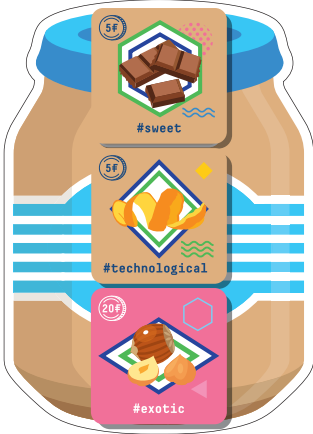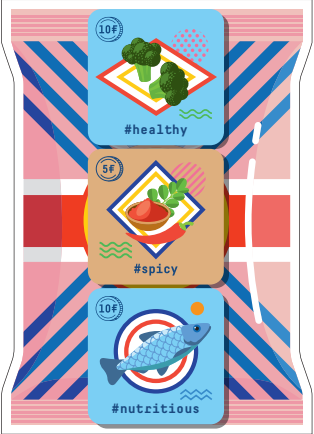
Example 2 >

3. Finished product shape

If a customer hasn't found a product by matching taste preferences (hashtags), or can't choose between several products with the same price and number of hashtag matches, he looks at the product shape and buys the product that matches his favorite shape displayed on his card.

Example 3 >

EXAMPLE 1 > PRODUCT CHOICE BY FLAVOR PREFERENCES

« **Initially, the customer searches for products with a taste match — hashtags on his card.** »

✓ **dietary**   ✗   ✓ **healthy** ✓ **nutritious**

20+5+10= (35₣) ✓   5+5+20= (30₣) ✓   10+5+10= (25₣) ✓

| chocolate | porridge | chips |

There are three products in front of Mister Hipster: chocolate, porridge and chips.

Chocolate
Flavor hashtags | #stylish, #dietary, #caloric
Price | 20+5+10=35 ₣

Porridge
Flavor hashtags | #sweet, #exotic, #technological
Price | 5+5+20=30 ₣

Chips
Flavor hashtags | #healthy, #spicy, #nutritious
Price | 10+5+10=25 ₣

Mister Hipster chooses chips because of more hashtag matches.

EXAMPLE 2 >

PRODUCT CHOICE BY PRICE

« **Having found a match for the hashtags, the buyer looks at the price of the product, and chooses the one which price is closer to his budget, but does not exceed it** »
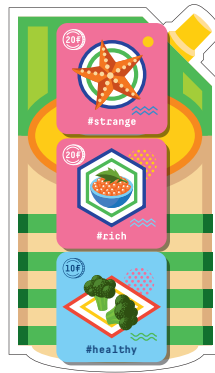
| ✓ healthy | ✓ healthy | ✓ dietary |
| ✓ nutritious | | ✓ healthy |

| 10+10+20= 40₣ ✓ | 20+20+10= 50₣ ✗ | 5+10+10= 25₣ ✓ |
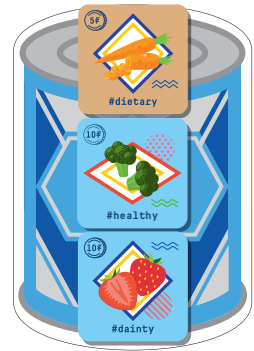
frozen food

sauce

canned food

Frozen food
Flavor hashtags |
#healthy, #nutritious, #pretentious
Price | 10+10+20=40 ₣

Sauce
Flavor hashtags |
#strange, #rich, #healthy
**Price** | 20+20+10=50 ₣

Canned food
Flavor hashtags |
#dietary, #healthy, #dainty
Price | 5+10+10=25 ₣

After finding 2 products with 2 hashtag matches, Mister Hipster buys frozen food because the price of that product is closer to his budget.

PRICE
CATEGORIES

« When a product with a hashtag match is found, the customer chooses the product which price is closer to his budget »

budget	ECONOMY	MEDIUM	PREMIUM
	20₣	40₣	60₣

product price

15 20 25 30 35 40 45 50 55 60
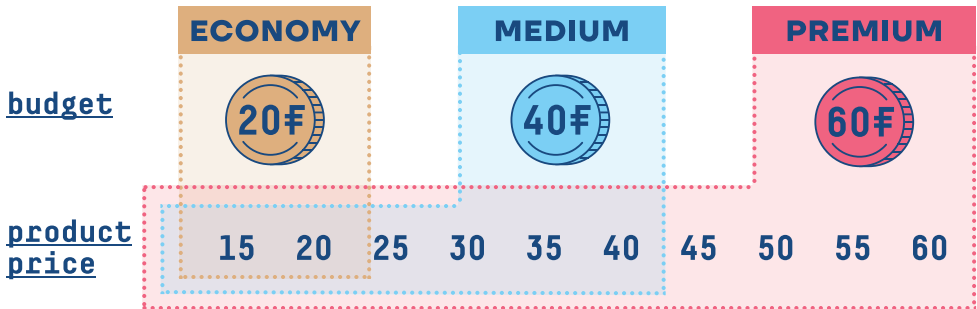
« The customer's budget limits him from buying more expensive products »

PURCHASING
POWER

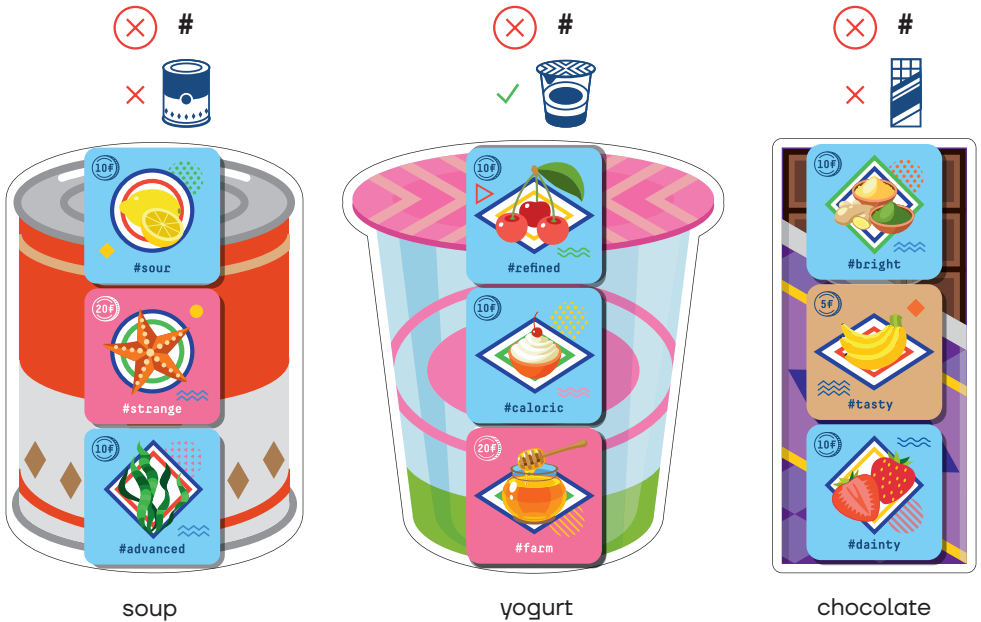| ECONOMY	MEDIUM	PREMIUM
Buys the cheapest products	Buys medium-price and cheap products	Can buy any product

EXAMPLE 3 > PRODUCT CHOICE BY SHAPE

IF CHOOSING BY FLAVOR DOESN'T WORK

« Thirdly, the customer examines the shape of products if unable to choose by flavor »

soup

yogurt

chocolate

Soup
Flavor hashtags |
#sour, #strange,
#advanced
Price | 10+20+10=40 ₣

Yogurt
Flavor hashtags |
#refined, #caloric,
#farm
Price | 10+10+20=40 ₣

Chocolate
Flavor hashtags |
#bright, #tasty,
#dainty
Price | 10+5+10=25 ₣

With no hashtags
matches, **Mister
Hipster** searches for
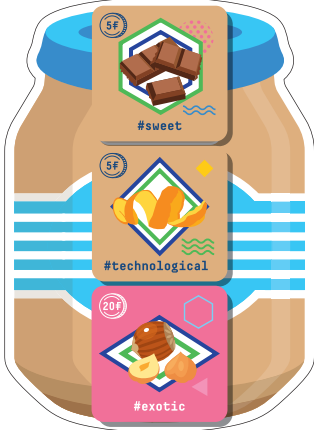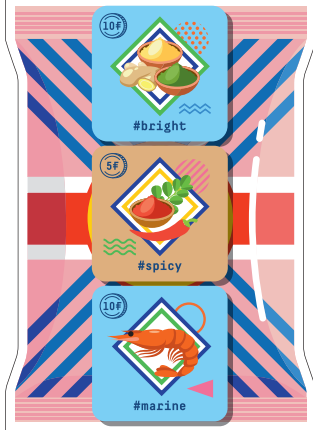a product shape that
matches his card.

At the left bottom corner of
his card, there is an icon of
his favorite product shape.
It is Yogurt.

**With no matches in flavor
hashtags, Mister Hipster
buys Yogurt as it is his
favorite product shape**

EXAMPLE 4 > BUYING A PRODUCT AT A DISCOUNT

IF THERE IS A CHIP IN THE "BLACK FRIDAY" FIELD

« If their budget is low, the customer can purchase a product at a discount. This requires the player who sells the product to have a chip in the "Black Friday" field **»**

porridge

chocolate

chips

Porridge
Flavor hashtags |
#sweet, #technological, #exotic
Price | 5+5+20=30 ₣

Chocolate
Flavor hashtags |
#trendy, #dietary, #exotic
Price | 20+5+20=45 ₣

Chips
Flavor hashtags |
#bright, #spicy, #marine
Price | 10+5+10=25 ₣

Among all products, only chocolate has a match but costs 45 ₣, which exceeds the customer's budget. However, the player has a chip in the "Black Friday" field that entitles them to give the customer a discount.

Mister Hipster chooses chocolate based on hashtag matches and buys it at a discount for 40 ₣

MARKETING

% **BLACK FRIDAY:**
If any consumer can't afford buying your product they buy it for their budget
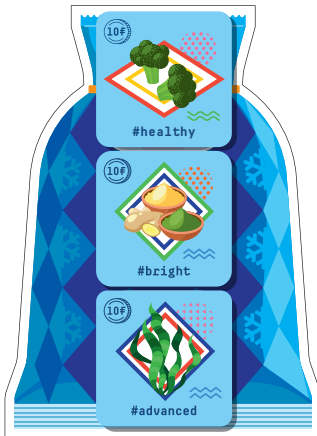
EXAMPLE 5 > WHEN THERE'S NO CHOICE
IF PRODUCTS HAVE THE SAME PROPERTIES

« **If the customer can't choose a product, they don't buy anything and leave unhappy** »

✓ `healthy`
10+10+10= 30₣ ✓

✕
5+10+5= 20₣ ✓

✓ `dietary`
5+20+5= 30₣ ✓

#healthy
#bright
#advanced

frozen food

#salted
#juicy
#spicy
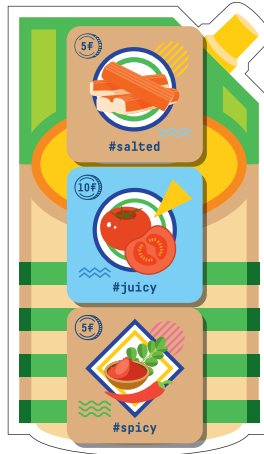
sauce

#homemade
#pretentious
#dietary

canned food

Frozen food
Flavor hashtags | #healthy, #bright, #advanced
Price | 10+10+10=30 ₣

Sauce
Flavor hashtags | #salted, #juicy, #spicy
Price | 5+10+5=20 ₣

Canned food
Flavor hashtags | #homemade, #pretencious, #dietary
Price | 5+20+5=30 ₣

If there are too many flavor and price matches, **Mister Hipster** can't choose a product and leaves.

But if one of the players has a chip in the **Flavor Sampling** field, **Mister Hipster** buys this player's product.

MARKETING

FLAVOR SAMPLING: When choosing between products of the same price, the customer buys one from player in this block

EXTRA PERSONAL
CUSTOMER

《 **An extra customer purchases a product only from the player who picked the extra customer card from the deck** 》

extra customer

product

10+5+10= 25₣

MARY SHOPPINS

20₣

#ecological | #juicy
#healthy | #hearty

10₣ #bright
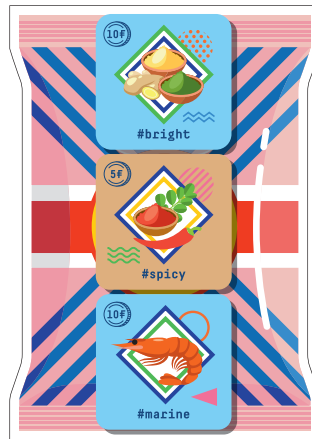
5₣ #spicy

10₣ #marine

Let's take **Mary Shoppins** as an example of an extra customer. And let chips be an example product.

Chips
Flavor hashtags | #bright, #spicy, #marine
Price | 10+5+10=25 ₣

The extra customer always buys a product from the player who picked the extra customer card from the deck.

Mary Shoppins belongs to the economy category with a budget of 20 ₣ .

The product price exceeds her budget, so Mary Shoppins buys this product at a discount, for the price equal to her budget of 20 ₣.

Shops offer no bonuses for extra customers.

CUSTOMER CARD
JOKER

« **The Joker buys an unlimited number of products for the amount of his budget, first choosing the most expensive** »

MARLIN

150

#caloric | #salted | #chic
#bright | #marine | #cold

GRUELLA DE MEAL

150

#organic | #fresh | #juicy
#simple | #gentle | #farm

The Customer deck contains four black Joker cards.

Budget | 150 ₣
Flavor hashtags | 6 pcs.
Product shapes | 3 pcs.

The Joker buys an unlimited number of products, choosing by the highest number of hashtag matches or by the shape of the products if none of the hashtags are found.

Shops offer no bonuses for Jokers.

BONUSES FROM SHOPS

WHEN PRODUCTS FROM PLAYERS ARE PURCHASED

« **The customer card goes to the player whose product they bought. The player keeps it until the end of the round** »

✓ dietary

MISTER HIPSTER

40₣

#healthy | #nutritious
#dietary

10₣
#bright

5₣
#dietary

20₣
#exotic

10+5+20= 35₣

Sparget
+10₣ for every purchase by a male customer

WILDMART
+15₣ for every shape match in a product purchased from you

The card of each shop specifies its conditions for the sale of products, fulfillment of which gives the player a bonus.

Chocolate
Flavor hashtags | #bright, #dietary, #exotic
Price | 10+5+20=35 ₣

Sparget
+10 ₣ for every purchase by a male customer.

Wildmart
+15 ₣ for every shape match in a product purchased from you.

In this round, one customer (**Mister Hipster**) bought a product from the player.

Besides the profit from selling the product 35 ₣, the player receives bonuses from shops: 10 ₣ from Sparget for male buyer and 10 ₣ from Wildmart for a shape match.

7 | PLAYING EVENTS

Before the start of each sales round, the Journalist deals one Event card to each player

When the players receive the cards, **they perform** the prescribed **actions**.

Events can give bonuses or fines, they have positive and negative effects on the game. Some events just make the game more fun.

Event cards that allow or require playing during another round or that can be played in a specific situation can be set aside and played at an appropriate time.

INDUSTRIAL ESPIONAGE

Remove one ingredient from a product of one of the other players. Now their product's one ingredient less

SAVING

Remove one ingredient from your product. Now it has one ingredient less

When playing three rounds, event cards are played twice

8 | DETERMINING THE WINNER

« The winner is the player who received the most foodcoins at the end of the game »

After three rounds of purchases by six customers in each and two sets of event cards played, the game ends.

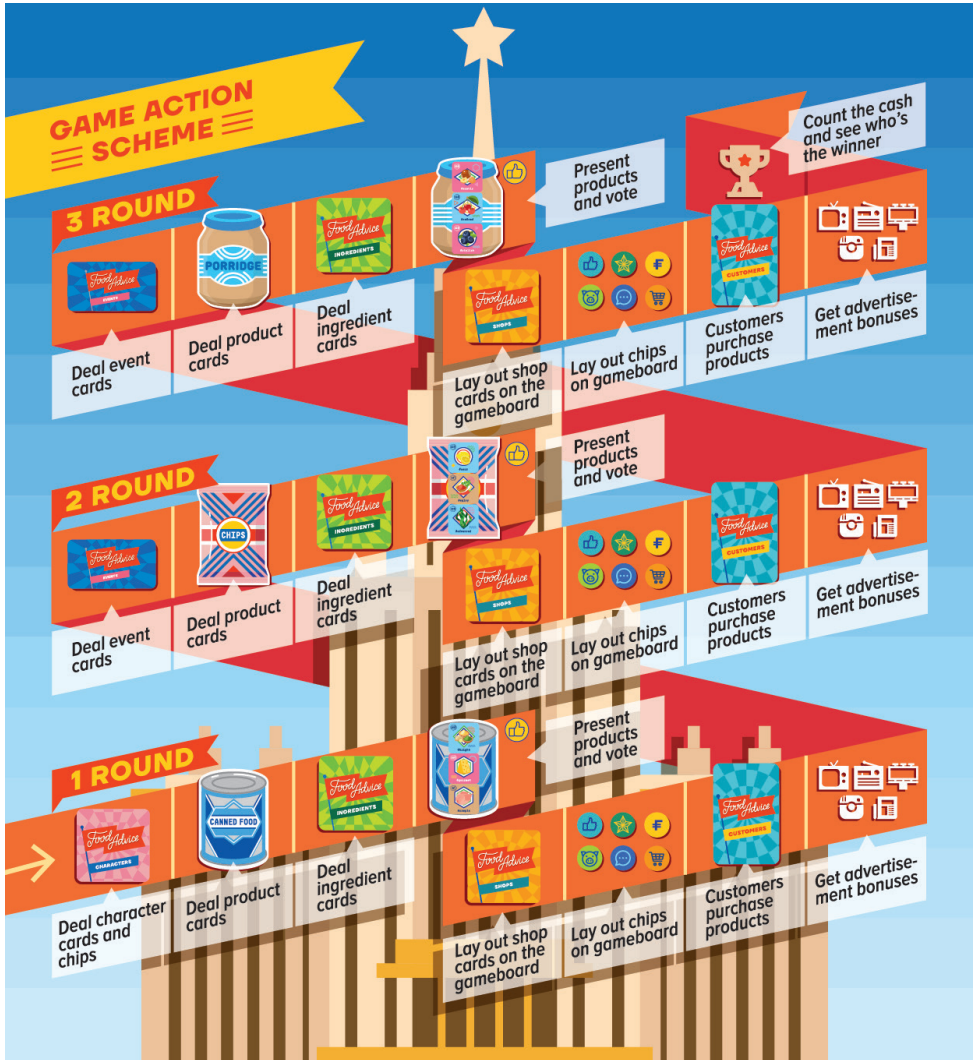By the end of the game, each player has three shapes of the finished product.

« If two players have the same amount of foodcoins at the end of the game »

The Politician picks one random customer from the Customer deck, and the top players fight for the customer in the usual way. The player who received a purchase from the final customer is announced the winner.

This player has created the most sought-after and popular product, placed it in the right shops, and advertised it properly.

GAME ACTION SCHEME

3 ROUND

Deal event cards

Deal product cards

Deal ingredient cards

Lay out shop cards on the gameboard

Lay out chips on gameboard

Present products and vote

Customers purchase products

Get advertisement bonuses

Count the cash and see who's the winner

2 ROUND

Deal event cards

Deal product cards

Deal ingredient cards

Lay out shop cards on the gameboard

Lay out chips on gameboard

Present products and vote

Customers purchase products

Get advertisement bonuses

1 ROUND

Deal character cards and chips

Deal product cards

Deal ingredient cards

Lay out shop cards on the gameboard

Lay out chips on gameboard

Present products and vote

Customers purchase products
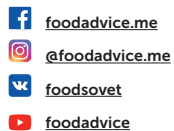
Get advertisement bonuses

Video about
FoodAdvice
game rules

Contacts:

Game website:
www.foodsovet.ru/eng
If you got any
questions as us
on e-mail:
info@foodsovet.ru

Follow us on
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