

A vertical rainbow gradient background with colors transitioning from purple at the top to red, orange, yellow, green, and blue at the bottom.

Whatever  
Happened to  
Pizza at  
McDonald's?

(the board game)

**RULEBOOK**

## A NOTE FROM THE PUBLISHER

Thank you for purchasing this copy of *Whatever Happened to Pizza at McDonald's (The Board Game)* or taking it out at your local public library. I hope you will find it enjoyable and thought provoking. When I started my investigative journalism program (IJP), I had no idea that its popularity would merit the creation of a tie-in board game. I enjoy playing board games (as chronicled on the Pizzaply Network podcast *The Old Rugged Meeple*), but I rarely have the means to play them with other people due to scheduling issues and other factors. As this game requires at least two players, the act of creating it found me somewhat outside of my "comfort zone". However, I believe the finished product achieves the level of quality you have come to expect. If you have not listened to the program upon which this game is based, you should still find it satisfying as an exercise in strategy and friendly competition. But if anything you encounter in the course of play "piques your interest", do not hesitate to ask a friend or loved one about *Whatever Happened to Pizza at McDonald's?*. And if you ever meet me in person, please let me know the answers to this question: Do you remember when McDonald's served pizza?

Sincerely,  
Brian Thompson, journalist

## INTRODUCTION

The fact: In the late 1980s and early 1990s, McDonald's served pizza. The question: Why did they stop? Whatever Happened to Pizza at McDonald's? (The Board Game) simulates the struggle between the Friends of Truth (those who would like to discover why McDonald's served pizza) and the Enemies of Truth (those who would prefer the reasons for its demise remain shrouded in mystery). Both groups will use some of the same tactics to achieve their goals, as all nemeses are mirror images of each other.

## OBJECT

The object of the game is to eliminate all opposing characters and have at least one character remaining at the end of the game. Use your Information, Researchers, Undercover Ops cards, and Tools of the Trade cards to assist you in reaching this ultimate goal.

## INVENTORY

Game board - 12 Whatever Happened to Pizza at McDonald's? (The Board Game) character cards - 12 Character tokens - 12 Character Candor Markers - 52 Undercover Ops and Tools of the Trade cards - 24 Researcher Tokens - 70 Information tokens - 6 six-sided dice - 6 eight-sided dice - 4 Player Aids



**Researcher Tokens** (meant to resemble the pyramidal structure at a depository of information in the city of Paris, France)

*NOTE: In the Tabletopia version of the game, these tokens are orange houses of knowledge.*



**Information Tokens** (the "currency" of the game)



**Candor Markers** (in blue, red, green, and yellow; 3 for each faction)

## THE GAME BOARD

The game board represents the primary theater in which the battle over the truth behind McDonald's Pizza is fought. The spaces that form the inner ring represent areas of the nation of Canada, which provides a safer haven for players, as no one pays much attention to it. The spaces that form the outer ring represent the more dangerous regions of the United States of America, where journalists are "enemies of the people", and the powers that be are left to run amok.

## HEADQUARTERS

Each faction has a corresponding Headquarters in a corner of the game board. The color of your Headquarters matches the color of your character cards.

## CHARACTER CARDS



Character cards share many common features. The left-hand side of the card indicates the character's level of Resolve, as well as the character's faction color. The right-hand side of the card features a series of numbers to track the character's level of Candor. The middle of the card features an attractive photograph of the character, as well as the character's name. You may find biographical information for these characters later in this rulebook.

## RESOLVE

Resolve refers to your character's ability to overcome hardship. The number on the left-hand side of each character card indicates that character's level of Resolve. Resolve is important in certain gameplay situations, such as Bad Internet Connection, Discouragement, or Private Detective Snooping.



## CANDOR

Candor refers to your character's ability to accomplish their goal. Friends of Truth rely on genuine Candor, while Enemies of Truth rely on false Candor. Either way, the idea is the same. The numbers that appear on the right-hand side of a character's card represent possible Candor values for that character, 6 being the highest and 1 being the lowest. **If a character's Candor is reduced to 0, that character is eliminated.** At the start of the game, place a Candor Marker in the matching faction color over the number under which the word "CANDOR" appears. During gameplay, certain situation may cause your character's Candor value to increase or decrease. Move your character's Candor Marker to indicate the current value.

## INFORMATION

Information is the currency of the game (and of the real world). It is represented by Information Tokens.

## RESEARCHERS

Researchers are unpaid interns who will assist you in gathering information. They are represented by Researcher Tokens.

## UNDERCOVER OPS & TOOLS OF THE TRADE CARDS



### JOURNALISTIC CONFISCATION

Choose any one opponent. You roll one D8; opponent rolls one D6.

To Win:  
Roll higher than opponent, you steal up to the number of researchers equal to the difference between your die roll and your opponent's.



### DISGUISE

Increase your character's resolve by 1 point when conflicting with a Private Detective or Bad Internet Connection.

Undercover Ops cards and Tools of the Trade cards help strengthen your character and are always desirable. Tools of the Trade cards feature various types of techniques and equipment, while Undercover Ops cards offer your characters opportunities to achieve their goals through subterfuge.

## DICE

In this game, there are two types of dice: 6-sided and 8-sided. They will be referenced in this manual as "D6" and "D8".

## SET UP

1. Open the game board and place it in the center of the playing area.
2. Shuffle together all the Undercover Ops cards and Tools of the Trade cards and place them in a pile face down near the game board. NOTE: All discarded cards are eliminated from the game and cannot be reused.
3. Each player takes 3 Character Cards matching the color of their chosen faction.
4. Each player takes 3 Candor Markers and places one onto each of their Character Cards so that it covers the number above the word "CANDOR".
5. Each player places their Character Tokens in their matching Headquarters space.
6. Each player takes 3 Researcher Tokens and 6 Information Tokens and places them in their play area. Leave the rest of the Researchers and Information Tokens beside the game board. These compose the Researcher and Information banks.
7. Each player receives a Player Aid and places it in front of themselves.
8. Each player rolls a D6. The player who rolls the highest number goes first, then play passes to the left.

You may now begin playing *Whatever Happened to Pizza at McDonald's? (The Board Game)* using the Player Aids and referring to the rest of this manual when necessary.

## PLAYING

On your turn, try to eliminate opposing characters while also trying to gain Information, Undercover Ops cards, Tools of the Trade cards, and Researcher Tokens.

Each turn consists of 4 steps, only the first of which is required. **The remaining 3 steps are optional.** The steps are, in order:

1. Roll two D6 and move your character (or characters) on the game board. Immediately take that space's indicated action (unless "Gotcha'd").
2. Disagree with opposing characters.
3. Buy Undercover Ops cards, Tools of the Trade cards, or Researchers.
4. Spread Information in any or all of your Information spaces.

On your turn, you must move at least one of your characters first. After moving, you have the **option** to **Disagree**, **Buy**, or **Spread Information**. You must do these things in the order given, but if you do not Disagree, you may still Buy, and if you do not Buy, you may still Spread Information.

**NOTE: YOU MAY PLAY ONLY ONE UNDERCOVER OPS CARD AFTER MOVING AND BEFORE BUYING.**

## PLAYER AID

The basic rules for how to Move, Disagree, Buy, and Spread Information appear on your Player Aid. Always refer to this Aid while playing. Additional rules and strategy hints regarding these 4 steps appear on the following pages.

## ADDITIONAL RULES AND STRATEGIES

### Move

Move all characters on the board in a clockwise direction.

#### MOVING YOUR CHARACTERS ON THE GAME BOARD:

You begin the game by placing all 3 of your characters on their matching faction color Headquarters space. This is your "home" space. You may move your characters along United States spaces (the outer ring) and Canada spaces (the inner ring). At each Headquarters space, there is a Border Crossing. You must move your characters through a Headquarters space (any Headquarters space, even if not your own faction's) whenever you wish to cross over from one ring to another.

#### MOVING ONE CHARACTER ON YOUR TURN:

If you choose to move only one character on your turn (or only have one character to move), use the number on either die or the total of the two dice (see PLAYER AID).

**EXAMPLE:** If you roll a 5 and a 4, and you are moving only one character, you may move that character 4, 5, or a total of 9 spaces.

### MOVING TWO CHARACTERS ON YOUR TURN:

If you decide to split your roll of the dice and move two characters on your turn, follow these guidelines:

1. Move each character only the number of spaces indicated on a single die.
2. Decide which of the two spaces you will act upon first.
3. Follow the directions for your first space, then for your second space.

### No Researcher Tokens / No Information

If, at the beginning of your turn, you have neither Researcher Tokens nor Information, you automatically receive one Information Token from the Information Bank. You must take the Information before you begin to move your character. (If you have one or the other, this does not apply.)

### Disagree / Gotcha

If your character lands on a space occupied by an opposing character, you may, if you wish, declare a "DISAGREEMENT" immediately--but you must follow the directions for the space before Disagreeing. However, if the opposition calls "GOTCHA" before you call "DISAGREE", or before you follow the directions for the space, you must Disagree with this character first. If you win, you must then follow the directions for this space.

Disagreeing is the second part of your turn (after moving), and is optional. A Disagreement is actually a debate that is conducted with dice and, if you have any, Undercover Ops cards and Tools of the Trade cards. The object of a Disagreement is to:

- Eliminate opposing characters
- Acquire Tools of the Trade cards belonging to opposing characters
- Raise your Disagreeing character's Candor by 1 point

A Gotcha can accomplish the same results for your opponent as a Disagreement can for you. **Your opponent may call a Gotcha quickly, before you declare a Disagreement--or even if you do not intend to Disagree. So beware!**

**NOTE: You may wish to Gotcha an opposing character, especially when their Candor value is lower than your character's Candor value.**



### DISAGREEING WITH MORE THAN ONE CHARACTER:

At times, you and your opponent may have more than one character involved in a single Disagreement on the same space. Whenever this happens, each player:

1. Adds the Candor of their characters involved in the Disagreement to determine how many dice can be used--BUT NO MORE THAN 6
2. Chooses which character involved in the Disagreement will take the damage. EACH PLAYER MUST CHOOSE ONLY ONE.

**NOTE: When Disagreeing with more than one character, the player who wins the Disagreement can raise the Candor of ALL their characters involved in the Disagreement by 1 point.**

### WINNING A DISAGREEMENT:

The winner of a Disagreement:

1. Raises their character's Candor by 1 point by moving the Candor Marker up to the next number on that character card.
2. Takes ALL Tools of the Trade cards belonging to the defeated opponent and immediately assigns any cards that are not duplicates to the winning character. Duplicates may be assigned to other characters or held in hand. YOU CANNOT USE THIS TOOL OF THE TRADE UNTIL YOUR NEXT TURN.

Remove defeated characters from the board.

### Buy

No player may buy more than 3 Undercover Ops cards or Tools of the Trade cards and 3 Researcher Tokens on one turn.

Buying is the third part of your turn (after moving and Disagreeing) and is optional.

### BUYING UNDERCOVER OPS CARDS AND TOOLS OF THE TRADE CARDS:

You may, if you wish, buy up to 3 cards on a turn. Each card costs 1 Information, which is paid directly to the Information Bank.

### BUYING RESEARCHER TOKENS:

You may also buy up to 3 Researchers on your turn. Each Researcher costs 1 Information, which is paid directly to the Information bank. Take Researchers directly from the Researcher bank.

## Spread Information

As the last part of your turn, you may Spread any amount of Information in an attempt to earn more Information.

Spreading Information is the fourth and final part of your turn (after moving, Disagreeing, and/or Buying).

Spreading Information offers you a chance to earn more Information. However, like most attempts to spread information, there is some risk involved, and you are not guaranteed a return.

### HOW MUCH INFORMATION TO SPREAD AND WHERE TO PLACE IT:

Place ANY AMOUNT of Information onto any or all of the 3 Spread Information spaces in front of you.

### HOW TO READ YOUR SPREAD INFORMATION SPACES:

#### TOP NUMBERS:

At the top of each Spread Information space are two numbers. These numbers offer you two chances to earn a return on your Information. When ANY player (including yourself) rolls the dice to begin their turn, add together the numbers of both dice. If the sum of the dice equals one of the top two numbers on your Spread Information space, you earn a return on your Information Spread!

EXAMPLE: For 3, 11: If any player rolls a total of 3 or 11, you earn a return on your Information Spread.

#### BOTTOM NUMBERS:

At the bottom of each of your Spread Information spaces are two numbers separated by a colon (:). These numbers indicate how much Information you will receive for every one you Spread.

EXAMPLE: For 4:1, you will earn 4 Information for every 1 Spread.

### WHEN TO TAKE YOUR SPREAD INFORMATION RETURN AND FROM WHERE:

Whenever you are eligible for a return on your Information Spread, take the appropriate number of Information directly from the Information Bank and take back all Information Spread on that winning space. If more than one player is due a return at a time, players should take their Information in a clockwise direction, beginning with the player whose turn it is.

## LOSING YOUR INFORMATION:

If, on your next turn, AFTER YOU ROLL THE DICE TO MOVE, you have any Information left in any of your Spread Information spaces that have not earned a return, you lose them and must place them in the Information Bank.

## CARDS

There are two types of cards: Tools of the Trade cards and Undercover Ops cards. Both help you strengthen your characters; one with equipment and techniques, the other with the ability to damage your opponent through subterfuge. You can acquire these cards by buying them, capturing them from opposing characters, or by trading with other players.

### Tools of the Trade

Tools of the Trade cards consist of various equipment and techniques that can be used when your characters Disagree with or Gotcha opposing characters.

The Tools of the Trade cards are:

**GOOD MANNERS:** This card lets you use ALL D8s instead of D6s when Disagreeing. Benefit: Greatly increases Disagreement capability if your character's Candor is less than the opposing character's Candor.

**"HOW TO BE A JOURNALIST":** This card lets you use ONE EXTRA D8 when Disagreeing, in addition to your other dice. Benefit: Increases Disagreement capability if your character's Candor is less than the opposing character's Candor.

**TELEPHONE:** This card lets your character damage an opposing character who is 1 or 2 spaces ahead of you. THERE CAN BE NO OTHER CHARACTERS BETWEEN YOU AND YOUR TARGET. Best use: When you wish to eliminate a character without entering into a Disagreement.

**BUSY SCHEDULE:** As long as this card is assigned to your character, it will protect your character from Telephone calls.

**PERSUADE:** This card allows you to attempt to Persuade an opposing character, but only after you have inflicted 1 point of damage to your opposition's Candor. AFTER YOU USE THIS CARD, YOU MUST DISCARD IT. Benefit: Helps you eliminate your opponents more quickly during a Disagreement.

**DISGUISE:** This card increases your character's Resolve by 1 point when encountering a Private Detective or Bad Internet Connection while on United States spaces. Best use: When a character is traveling in the United States.

**PLANE TICKET:** This card allows you to move your character to any other space on the board. Use it instead of following the roll of the dice, or when encountering either a Private Detective or a Bad Internet Connection to move into Canada or back to your Headquarters. **IF YOU USE THIS CARD, YOU MIGHT LOSE IT.** Best use: When your character is just about to be hindered.

#### **ASSIGNING TOOLS OF THE TRADE CARDS:**

You can assign Tools of the Trade cards to any of your characters for use in conflicts. However, you may only assign one of each kind of Tools of the Trade card to any one character.

You must assign a Tools of the Trade card:

- Immediately after buying it
- Immediately after you capture it in a Disagreement

**YOU MAY NOT WAIT TO ASSIGN A TOOLS OF THE TRADE CARD AT A LATER TIME IN THE GAME PLAY. ONCE ASSIGNED, TOOLS OF THE TRADE CARDS MAY NOT BE REASSIGNED TO ANY OF YOUR OTHER CHARACTERS.** To assign a Tools of the Trade card, simply place it under the character card of your choice.

**PLACE TOOLS OF THE TRADE CARDS BEHIND YOUR CHARACTER CARDS SO THAT THEIR TITLES ARE VISIBLE.**

If you have a duplicate Tools of the Trade card and cannot assign it, you must place it **FACE DOWN** in your pile of Undercover Ops cards. If, for any reason, you lose a Tools of the Trade card already assigned, you may replace it with a duplicate from your pile.

In general, you will want to assign Tools of the Trade cards whenever possible in order to strengthen your character. If you place Tools of the Trade cards into your Undercover Ops card pile, there is a greater chance that they may be taken by another player following a conflict or Disagreement.



## Undercover Ops

Unlike Tools of the Trade cards, Undercover Ops cards cannot be assigned to characters. Rather, whenever you acquire Undercover Ops cards, simply place them FACE DOWN in a pile in front of you.

The Undercover Ops cards are:

**PERFECT ACCENT:** This card allows you to take Information from the bank.

**IRREFUTABLE PROOF:** You may attempt to eliminate an opposing character with this card.

**JOURNALISTIC CONFISCATION:** This card allows you to confiscate Researchers from another player.

**PLAYING UNDERCOVER OPS CARDS:**

You can only play one Undercover Ops card on your turn. You **MUST** play it before you begin the Buying part of your turn.

**Once you have used an Undercover Ops card, you must place it in the discard pile.**

## MAKING A DEAL

At any time during the game, you may make a deal with another player. Once a deal is made, it must be honored for one complete round of play.

At certain times during the game, situations may arise when you may wish to make a deal with another player (or players) in order to keep your character(s) safe. You may wish to trade Information, Researcher Tokens, Undercover Ops cards, or Tools of the Trade cards--almost anything--in an effort to protect your character.

**EXAMPLE:** You land on an opponent-occupied space but do not wish to Disagree. You also do not want the opposing character to Gotcha your character. You might offer your opponent a Tools of the Trade card and some Information if they promise not to Gotcha you. If your opponent agrees, they may not Gotcha you on this turn.

## **RUNNING OUT OF INFORMATION, RESEARCHER TOKENS, AND CARDS**

There is a limited number of Information, Researcher Tokens, Undercover Ops cards, and Tools of the Trade cards. If the Information or Researcher banks are empty, or the Undercover Ops card/Tools of the Trade card draw pile is completely used up, these items are not available. **THE BANKS WILL NOT OWE A PLAYER INFORMATION OR RESEARCHERS FROM A PREVIOUS TURN.**

### **SELLING RESEARCHER TOKENS OR CARDS BACK TO THE BANK**

At any time during the game, players may sell Researcher Tokens or Undercover Ops cards or Tools of the Trade cards back to the bank. The bank will pay 1 Information for every 2 cards or Researcher Tokens returned--or 1 Information for 1 card and 1 Researcher. Returned Undercover Ops and Tools of the Trade cards are placed in the discard pile.

### **PROTECTION**

At any time during the game, you may pay Information directly to the bank in order to raise your character's Resolve, or to protect your Researchers.

#### **RAISING YOUR CHARACTER'S RESOLVE:**

For every 3 Information you pay to the Information bank, you will increase your character's Resolve by 1 point. If enough Information is paid, it will become impossible for your character to be eliminated. This heightened Resolve is only good for one conflict. After the conflict, your character's Resolve immediately returns to its assigned value. You may wish to raise your character's Resolve whenever your character encounters a Private Detective, Bad Internet Connection, or Persuasion.

#### **PROTECTING YOUR RESEARCHER TOKENS:**

For every 1 Information you pay to the Information bank, you will protect one of your Researcher Tokens from a Bad Internet Connection or Private Detective. You may protect as many of your Researcher Tokens as you wish. A protected RESEARCHER is automatically safe for THAT CONFLICT ONLY, so there is no reason for dice to be rolled against your protected Researchers.

## **END OF GAME AND WINNING**

The game ends when one player has eliminated all opposing characters. The player whose character(s) remain is the winner!

## **ALTERNATE VICTORY CONDITIONS**

For variety, you may also end the game when one player earns 30 Information Tokens. This player would then be considered the winner, no matter how many opposing characters remain in play.

## **2-PLAYER GAME**

A 2-player game plays like a 4-player game, with the following exceptions:

1. Each player should control the characters on opposite Headquarters spaces (e.g., one player controls the red and blue Headquarters, the other the green and yellow Headquarters).
2. Play proceeds to the left as usual so that players alternate turns. Example: If red goes first, play proceeds to yellow, blue, then green.
3. Each player receives the usual number of Information and Researcher Tokens for each set of characters at the beginning of the game. Each player should keep both sets of character cards, as well as all Undercover Ops cards, Tools of the Trade cards, Information, and Researcher Tokens in front of them.

## **3-PLAYER GAME**

A 3-player game is played in the exact same manner as a 4-player game. One faction remains unplayed.

## CHARACTER BIOGRAPHIES

The characters in *Whatever Happened to Pizza at McDonald's?* (The Board Game) are divided into 4 factions. The allied factions are THE JOURNALISTS and THE PUBLIC (collectively known as the Friends of Truth); and SHADOWY EXECUTIVES and CLUELESS STOOGES (collectively known as the Enemies of Truth). Though some of these factions are allied, the alliances are tenuous at best. **In a world without McDonald's Pizza, almost no one can be trusted.**

BLUE (Journalists):

Ryan Crompson: A dedicated journalist, activist, and artist, Ryan is the world's foremost expert on McDonald's Pizza. (Candor: 5, Resolve: 3)

Rob Woodward: A legend in his field, Rob brings his years of experience to every investigation. (Candor: 3, Resolve: 4)

Art Bell: Former host of *Coast to Coast AM*, Art leaves no stone unturned in his quest for the truth. (Candor: 4, Resolve: 3)

GREEN (The Public):

Brillow Offgood: A common farmer who stumbles into adventure, Brillow has a few tricks up his sleeve. (Candor: 3, Resolve: 4)

Larrie Truck: A long-haul trucker with a taste for pizza, Larrie is an expert at navigating drives-thru. (Candor: 4, Resolve: 3)

Pizza Boy: This young man has never known a world with McDonald's Pizza, and he will stop at nothing to remedy the situation. (Candor: 5, Resolve: 3)

RED (Shadowy Executives):

Praul Pomeroy: A ruthless CEO, Praul may carry a dangerous bloodline. (Candor: 3, Resolve: 4)

Donald McDonald: A beloved mascot, Donald could be carrying some very dark secrets indeed. (Candor: 4, Resolve: 3)

Monroe Boswell: A confidence man without a scruple to his name, Monroe is capable of anything. (Candor: 5, Resolve: 3)



YELLOW (Clueless Stooges):

The Librarian: This woman does not even care who steals DVDs from her library, much less whatever happened to McDonald's Pizza. (Candor: 3, Resolve: 4)

Manager Steve: A simple man just trying to get by, Steve is not willing to rock the boat. (Candor: 4, Resolve: 3)

Bowl Kakakya: An ineffectual social media intern, Bowl would rather live off the grid than look for the truth. (Candor: 5, Resolve: 3)