

since 2021

the food industry game

6+

QUICK START

SIMPLIFIED GAME RULES



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, it encourages 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.

Number of players | 4 to 10 people

Round duration | 45-60 minutes

Age | 6+

Upgrading

+ 50 to your mood

+ 30 to creative potential

+ 20 to commercial acumen

+ 15 to communication skills

★ This book describes the simplified rules of FoodAdvice, which will allow you to play FoodAdvice without a playing field, chips, shop cards and event cards.

Playing by the simplified rules allows you to get acquainted with the mechanics of the game and prepare for playing by the full rules with a playing field

GAME STRUCTURE

WITH SIMPLIFIED RULES

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 F

Medium | 10 F

Premium | 20 F

Card elements



Price



Product

Category color

Flavor hashtag #



PRODUCTS | 20 pcs

A product consists of cards of ready product shapes.

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, porridge, chips, milk drink.



CUSTOMERS | 44 pcs

Customers are playful characters from different walks of life, for whom new products are being 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 ₴



Budget

Favorite product shape

Flavor hashtags

Category color

PREPARATIONS AND GAMEPLAY



1. Get the foodcoins, product forms, ingredient cards, and customer cards out of the box.

2. Shuffle the deck of ingredient cards and the deck of customer cards.

3. Each player has to take one random product form and six random ingredient cards, then make their own product with a name and a tagline.

4. Take turns presenting the invented products and then vote for the best one.

For each vote received from another player, the player receives 5 foodcoins, the winner of the vote receives an additional 15 foodcoins.

5. Take the customers cards and play them off - one by one lay out the customers who choose one product among all created to buy.

6. The game continues until the cards of all 44 customers have been played.

Every 6 customers, the players create a new product, present it to the others, and vote for the product they liked best.

All created products are taken into consideration by the customers, that is, they choose both between old products and newly created ones.



1

CREATING A SIGNATURE PRODUCT



1. Each player takes one random product form and six random ingredient cards.



2. A player must choose **3 ingredients** and place them in his product form. Players may swap ingredient cards with each other to get the combination they want.



3. Each player comes up with a name and a tagline for his product to present it to the other players and take part in the voting for the best one.



2

PRODUCT PRESENTATION

« Players present their products telling what they came up with, what its name and advertising tagline are »

Players need to memorize the products in the game so that at the end of the presentation they can choose the one they liked the most.



« For each vote their product receives players get 5F from the game bank »

« The player with the largest number of votes receives additional 15F from the game bank »



3

SELLING PRODUCTS



1. Players pick top 6 cards from the Customer deck and put them face down.
2. Players flip cards one by one revealing unique customers who look for a product to buy.

HOW CUSTOMERS CHOOSE PRODUCTS

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 >

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



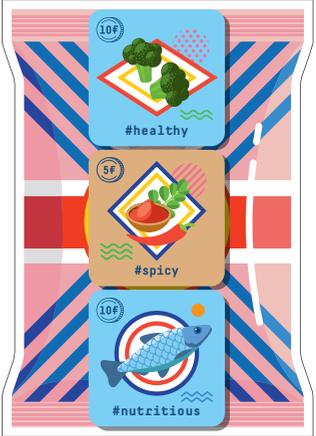
3. Finished product shape

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. »

<p>✓ dietary</p> <p>$20+5+10=$  ✓</p>  <p>chocolate</p>	<p>✗</p> <p>$5+5+20=$  ✓</p>  <p>porridge</p>	<p>✓ healthy</p> <p>✓ nutritious</p> <p>$10+5+10=$  ✓</p>  <p>chips</p>
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There are three products in front of Mister Hipster: chocolate, porridge and chips.

Chocolate

Flavor hashtags | #stylish, #dietary, #caloric
Price | $20+5+10=35$ F

Porridge

Flavor hashtags | #sweet, #exotic, #technological
Price | $5+5+20=30$ F

Chips

Flavor hashtags | #healthy, #spicy, #nutritious
Price | $10+5+10=25$ F

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
✓ nutritious

✓ healthy

✓ dietary
✓ healthy

$$10+10+20=40\text{F} \quad \checkmark$$

$$20+20+10=50\text{F} \quad \times$$

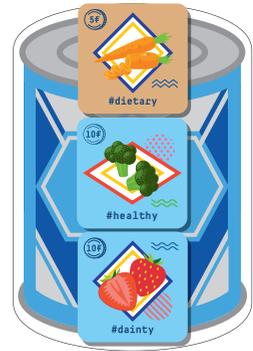
$$5+10+10=25\text{F} \quad \checkmark$$



frozen food



sauce



canned food

Frozen food

Flavor hashtags |

#healthy, #nutritious,
#pretentious

Price | $10+10+20=40\text{ F}$

Sauce

Flavor hashtags |

#strange, #rich,
#healthy

Price | $20+20+10=50\text{ F}$

Canned food

Flavor hashtags |

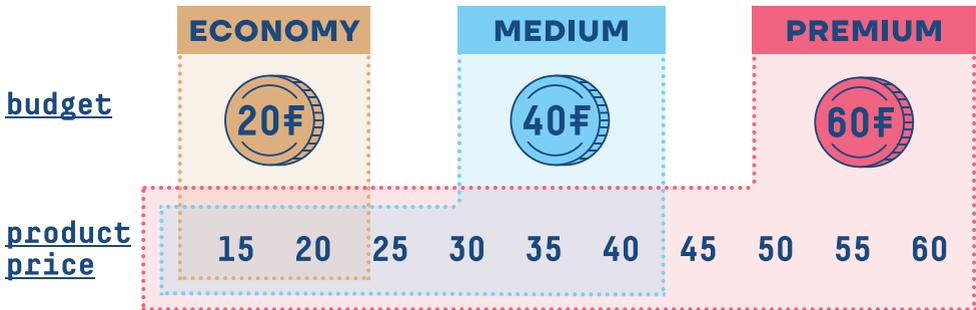
#dietary, #healthy,
#dainty

Price | $5+10+10=25\text{ F}$

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 »



« The customer's budget limits him to buy more expensive products »

PURCHASING POWER

ECONOMY

MEDIUM

PREMIUM

Buys the cheapest products

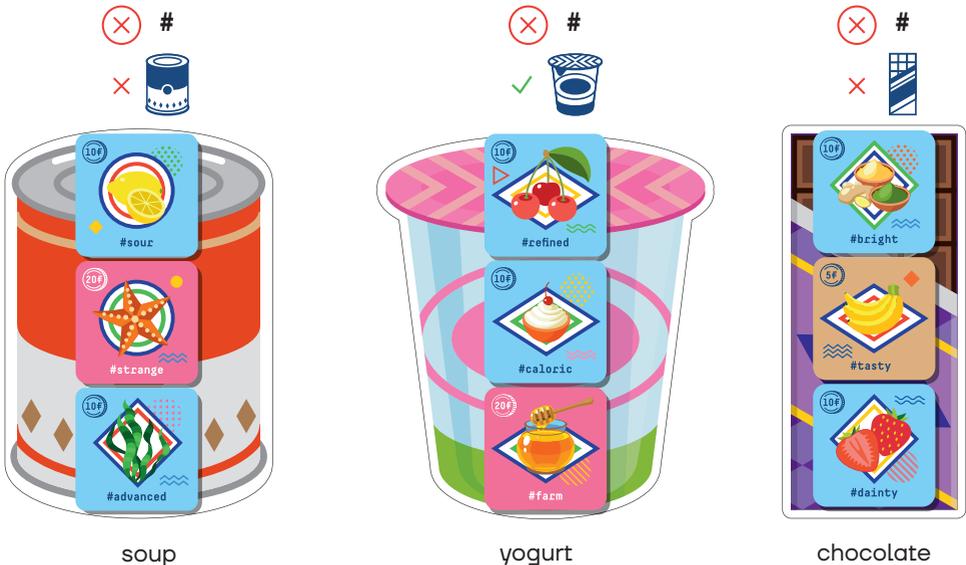
Buys medium-price and cheap products

Can buy any product

EXAMPLE 3 > PRODUCT CHOICE BY SHAPE

IF CHOOSING BY FLAVOR OR PRICE DOESN'T WORK

« If a customer does not find products with a hashtag match, he searches for products matching with his favorite shape displayed on his card »

**Soup**

Flavor hashtags |

#sour, #strange,
#advancedPrice | $10+20+10=40$ F**Yogurt**

Flavor hashtags |

#refined, #caloric,
#farmPrice | $10+10+20=40$ F**Chocolate**

Flavor hashtags |

#bright, #tasty,
#daintyPrice | $10+5+10=25$ F

With no matches in flavor hashtags **Mister Hipster** buys the product with the shape Yogurt, as it is his favorite shape listed on his card

EXAMPLE 4 > WHEN THERE'S NO CHOICE

IF PRODUCTS HAVE THE SAME PROPERTIES

« If the customer can't choose a product, he/she doesn't buy anything and leaves unhappy »

✓ nutritious

10+10+10=  ✓



frozen food

✗

5+10+5=  ✓



sauce

✓ dietary

5+20+5=  ✓



canned food

Frozen food

Flavor hashtags |

#nutritious, #bright,
#advanced

Price | 10+10+10=30 F

Sauce

Flavor hashtags |

#salted, #juicy,
#spicy

Price | 5+10+5=20 F

Canned food

Flavor hashtags |

#homemade, #trendy,
#dietary

Price | 5+20+5=30 F

Mister Hipster can't choose between Frozen food and Yogurt because both products have the same price and 1 flavor match. The customer leaves without buying anything.

CUSTOMER CARD

JOKER

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



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.

4

DETERMINING THE WINNER

« The winner is the player who earned the most foodcoins by the end of the game »

After all the customers cards from the deck have been played, the game ends.

By the end of the game, each player should have several products.

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

Players shuffle the Customers cards they have played and take Customer card one by one until the final purchase is made.

He made the most sales by creating the most popular products to suit customers' preferences.

The player who receives the purchase from the final customer becomes the winner.



