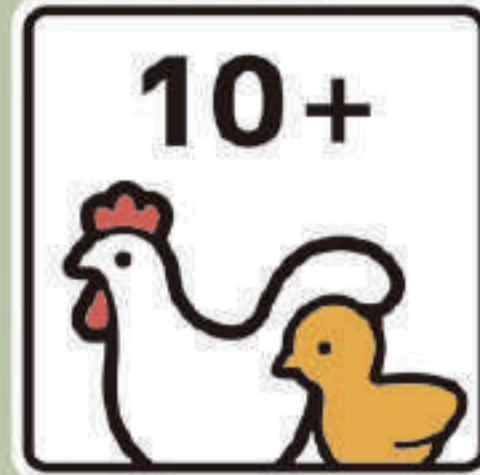


動物市場

animal + marche



*初回説明時間 20分

The fountain plaza in the center of the city is the gathering place for many customers.

The plaza is surrounded by lines of stores, and you are one of the proprietors who run such stores. Try to form an attractive line of stores, solicit customers, and develop the stores along with the town!

Scan this 2D code for the tutorial guide of the game!



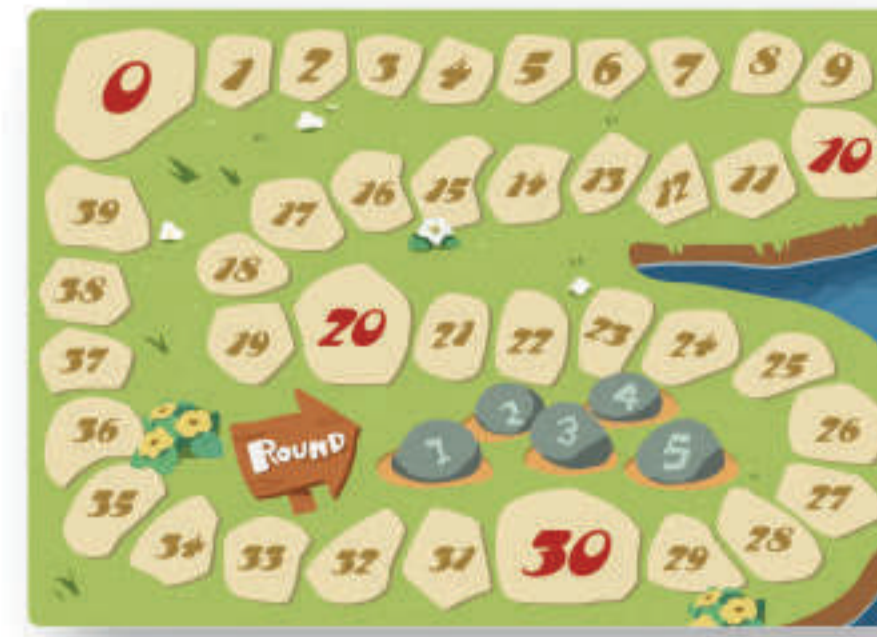
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Components



1 Plaza board



1 scoreboard



20 Store cards
(Front) Basic Store
(Back) Advanced Store



4 individual Boards



6 Public Facility cards



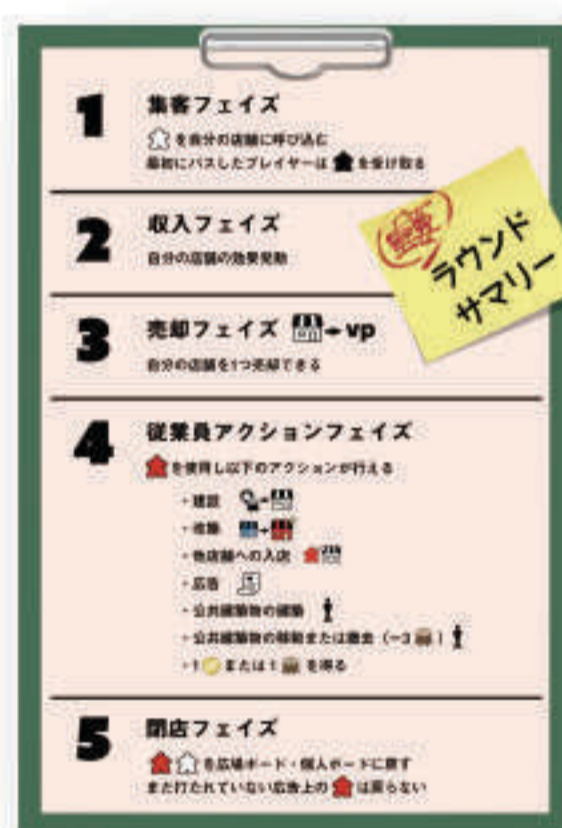
6 Special Store cards



9 Ad cards



7 Proprietor cards



4 round summary cards



Goal cards
7 小目標/Minor Goal cards
12 大目標/Major Goal cards

Resource markers 8 Coin markers
4 Wood markers



20 Customer pieces



1 Start Player marker
1 Round marker



25 Worker pieces
6 pieces of each color
1 Vanessa's special piece



Objective

This game is played over 5 rounds.

Run your stores and run ads to win victory points (VP) more than anyone else.

Game Setup

Play Area Setup



- ① Place the Plaza board in the center of the table.
- ② Place 16 of the 20 Customer pieces to fill the 16 cells of the Plaza board. Place the remaining 4 Customer pieces next to the Plaza board.
- ③ The players each choose an individual board of a different color and place it facing a side of the Plaza board.
- ④ Place the Basic Store and Special Store cards on the table. Be sure to place the Basic Store cards with their blue side face up. Form decks of each of the following cards: "雑貨店/Grocery Store", "パン屋/Bakery" and "材木店/Wood Store". Each deck will be comprised of the number of cards matching that of the players.
- ⑤ Place the Public Facility cards in line face up on the table. Be sure to stack the cards with the same name on top of each other.
- ⑥ Shuffle all the Ad cards to form a deck and place the deck on the table. Draw 3 cards from the top of the deck and place them face up in line.
- ⑦ Place the scoreboard on the table.
- ⑧ The players each receive 6 Worker pieces with the color matching that of their individual board and place 1 Worker piece upright on "0" on the scoreboard.
- ⑨ The players each place their 5 Worker pieces on their individual board. (See P.4 【Individual Board Setup】.)
- ⑩ Place the round marker on Round "1" on the scoreboard.
(For the setup for 2- and 3-player games, see P. 15-16 【Changes for 2- and 3-Player Games】.)

...Place everything on the table except for the Proprietor and Goal cards.



Game Setup

Individual Board Setup



- ① Place the 5 Worker pieces of your color on the board as shown.
- ② Receive 2 Coin markers and 1 Wood marker.
- ③ Shuffle the 7 Proprietor cards and deal 1 card to each player. The players each place the Proprietor card they received face up in front of themselves. Put the remaining Proprietor cards back into the box.
- ④ As the initial resource, the players each receive the Coins and Wood indicated on the upper left part of their Proprietor card.
- ⑤ The players each randomly receive 1 小目標/Minor Goal and 3 大目標/Major Goal cards. If you place these cards on the table, place them face down to conceal what is on their front from other players.
- ⑥ The 4 売地/Lands for Sale cells on each individual board are called "sections".
The players each receive 1 雑貨店/Grocery Store card and place it in any one of the sections. (When you play this game for the first time, all the players shall place the card on the left-most cell.)

You can only gain VP from 2 of the 3 大目標/Major Goal cards dealt to you. For details, see P.15 【Goal Cards】.

Resource Track

The player can each own up to 30 Coins and 15 Wood.



In the above figure, the player has 20 Coins and 10 Wood.



Store Card Description



There are 3 types of store icons: . These icons are related to the 大目標/Major Goal cards as well as the abilities of フードコート/Food Court and ホームセンター/DIY Store cards. 雑貨店/Grocery Store and 輸入雑貨店/Imported Grocery Store cards have both and icons on them. You can choose to apply the effect of 1 icon.

Ex: At the end of the game, if there are only 2 stores, namely "雑貨店 /Grocery Store " and "銀行/Bank ", you have not achieved the 大目標 /Major Goal 8 (building stores with all of icons).

There are Basic Stores, Advanced Stores, and Special Stores. Each store has various effects. For details, see the attached sheet 【List of Store Effects and VP】.



Determining the Start Player



Start Player marker

Determine the start player in whatever way you like and give the Start Player marker to that player. During the game, the Start Player marker is passed to the first player to pass their turn in the Solicitation Phase. (See P.6 【Solicitation Phase】.)

How to Play

The game is played over 5 rounds.

Each round proceeds with the following phases:

- Phase 1: Solicitation
- Phase 2: Income
- Phase 3: Sale
- Phase 4: Worker Actions
- Phase 5: Closing

You can check the game flow by the summary card!

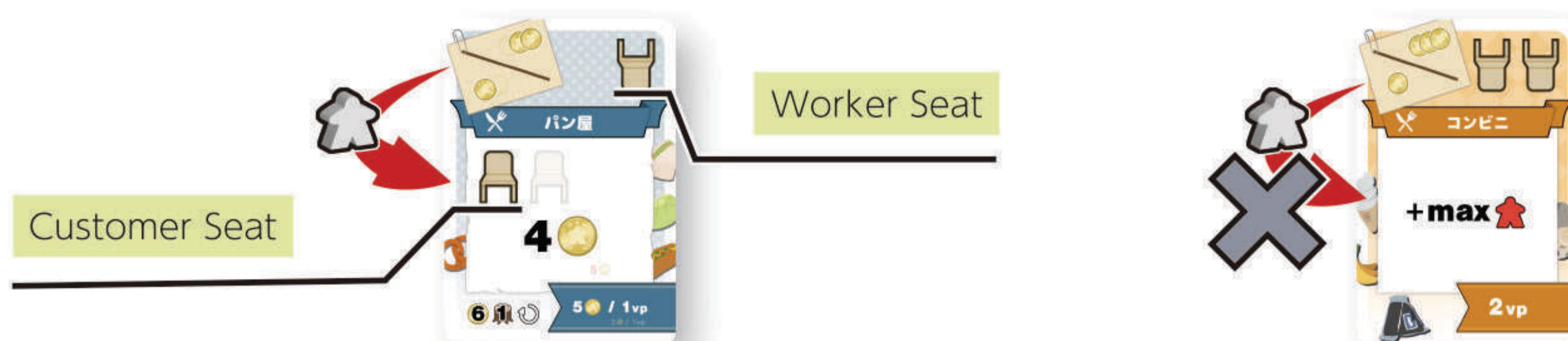
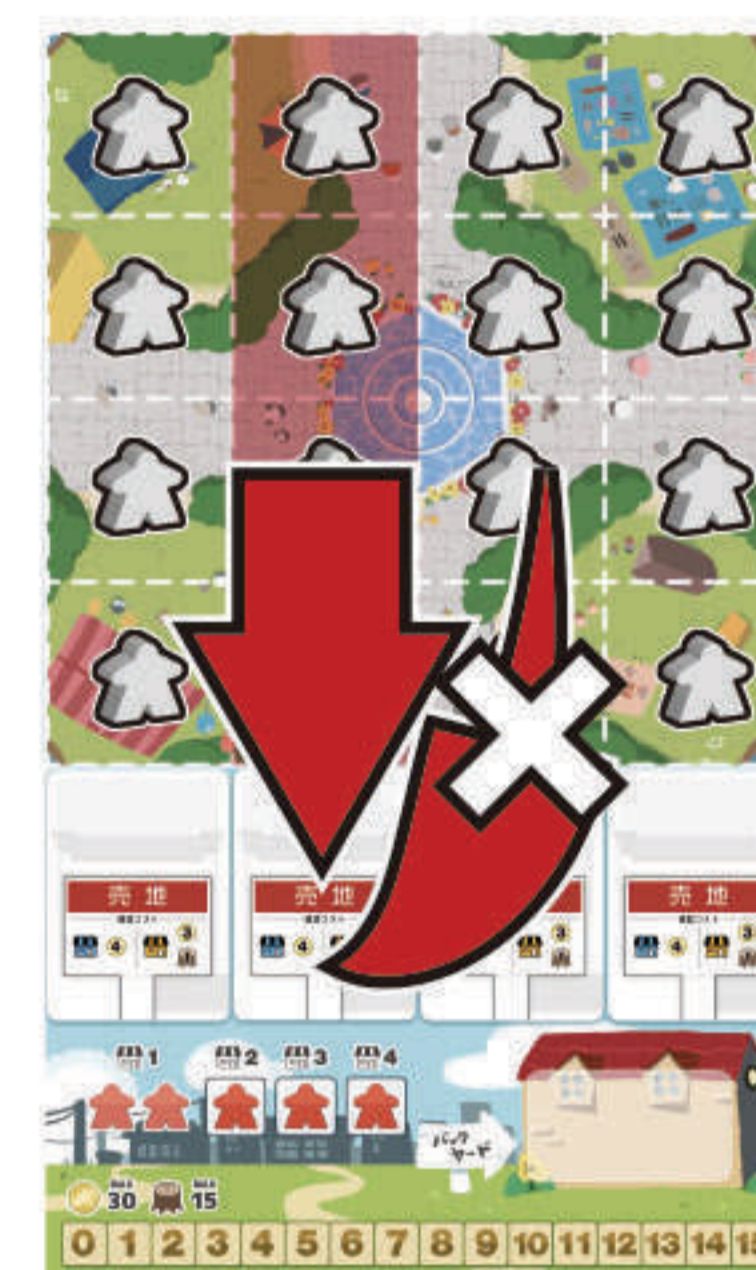


In each phase, the players take turns clockwise from the start player.

Phase 1: Solicitation

From the start player, the players take turns to choose to call 1 Customer piece to their store. **You can only call a Customer located within 4 cells away in front of your store.** You can call a Customer from any of the cells within 4 cells away in front of your store.

Place your solicited Customer piece on the Customer Seat icon on the Store card. In each store, you can place the number of Customer pieces up to the number of available Customer Seats. You cannot place Customer pieces on Store cards without Customer Seat icons. The effects of Store cards without Customer Seats are applied when the store is built or at a specific phase or action. (See **【List of Store Effects and VP】** .)



Repeat this step until all players have passed. You can pass even if you can still call Customer pieces. After you have passed, your turn is skipped until the beginning of the next phase. **The first player to pass receives the Start Player marker.**

The players compete to solicit the Customer pieces, so you may not be able to fill all the seats of your stores! Take note of this!



Phase 2: Income

From the start player, the players take turns to earn income from their stores. In your turn, you can apply the effects of your stores with Customer pieces in any order you like. Also, you can apply the effects of the stores with multiple Customer pieces the number of times matching the customer numbers. Depending on the store, the effect may change according to the number of Customer pieces placed there.

(For details about the store effects, see the attached sheet 【List of Store Effects and VP】 .)



In case of the above figure

Number of Customer Pieces	Store Effect	Income
輸入雑貨店 /Imported Grocery Store: 2	輸入雑貨店/Imported Grocery Store (3 Coins + 1 Wood) × 2	7 Coins 2 Wood
フードコート/Food Court: 1	フードコート/Food Court (1 Coin for having 2 stores) × 1	3 VP
総合病院/General Hospital: 1	総合病院/General Hospital (3 VP) × 1	
材木店/Wood Store: 0	材木店/Wood Store (2 Wood) × 0	gained

Phase 3: Sale



From the start player, the players take turns to choose to sell one of their stores. When you sell a store, return the sold Store card to the play area after you receive the VP indicated in the lower right part of the Store card. Also, put the Customer pieces in that Store on any cells on the Plaza board and put the Worker pieces back to the space outside your individual board. Depending on the Store card and Proprietor Ability, the Store card effect may be applied when you sell the card.

(See P. 14 【Proprietor Abilities】 and the attached sheet 【List of Store Effects and VP】 .)



You might gain the VP not only when you sell a Store card but also if the card is remaining in the section at the end of the game. For details, see P.13 【Game Ending and VP】 .



Phase 4: Worker Actions

From the start player, the players take turns to choose to perform 1 action. For each action, use 1 Worker piece in the バックヤード/Backyard. Thus, you can perform actions up to the number of Worker pieces in your バックヤード/Backyard at the beginning of this phase.

Place the used Worker pieces on a specific area or outside the individual board to indicate that they have been used.



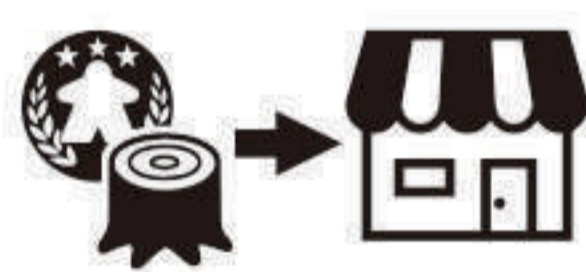
Place the used Worker piece on an Ad card or outside the board.

Repeat this step until all the players have passed. After you have passed, your turn is skipped until the beginning of the next phase. Passing does not consume any Worker piece.

There are 7 available actions:

- ① Construction
- ② Renovation
- ③ Entering Another Player's Store
- ④ Advertising
- ⑤ Public Facility Construction
- ⑥ Moving or Removing a Public Facility
- ⑦ Getting 1 Coin or 1 Wood

① Construction



Pay the cost, take a Store card in the play area and place it in any section of your individual board. Place the Worker pieces used for this action outside your individual board.

Construction of a Basic Store (blue-framed) requires 4 Coins and construction of a Special Store (orange-framed) requires 3 Coins and 1 Wood. These costs are listed in the sections of your individual board.



When the number of sections occupied by your stores increases by 2, 3, and 4 sections, you can hire a Worker. The hired Worker pieces can be used from the next round. (You cannot use them during the round you hire them.) Place the newly-hired Worker pieces outside your individual board.

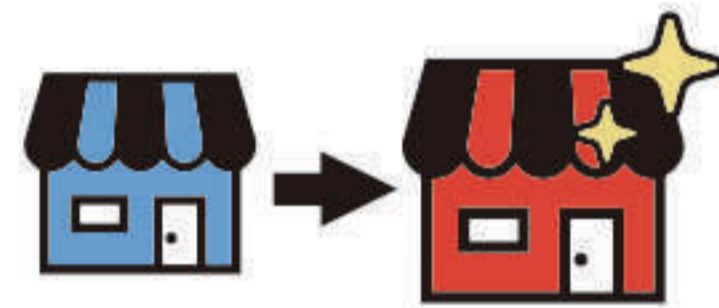


A Worker piece is added when 2 sections are newly occupied with your stores.

Once you have hired Workers, the number of Workers will not decrease even if the number of your stores changes by sales. Note that you cannot build multiple same Store cards in the same player's sections. Therefore, even if you renovate a Basic Store into an Advanced Store, you cannot build another Basic Store of the same type as the one before it became an Advanced Store. If you sell that store, you can build the same store after that.

Ex: The player cannot have a パン屋/Bakery and 高級パン屋/Premium Bakery on their section at the same time. After selling the 高級パン屋/Premium Bakery, they can build a パン屋/Bakery.

② Renovation



Pay the cost (renovation cost) indicated on the lower left part of the Basic Store already built in your section and flip the Store card to the other side to renovate it into an Advanced Store. Place the Worker pieces you used for this outside your individual board. Keep the Customer pieces and other players' Worker pieces on their seats on the renovated card even after the card is renovated and flipped.



Also, when you build a Basic Store, in addition to the cost of 4 Coins, you can pay the renovation cost to build and renovate the store at once with 1 action. If you have the "工務店/Building Firm" or "大型工務店/Major Building Firm" when you do this, apply its effect to the total cost.



③ Entering Another Player's Store



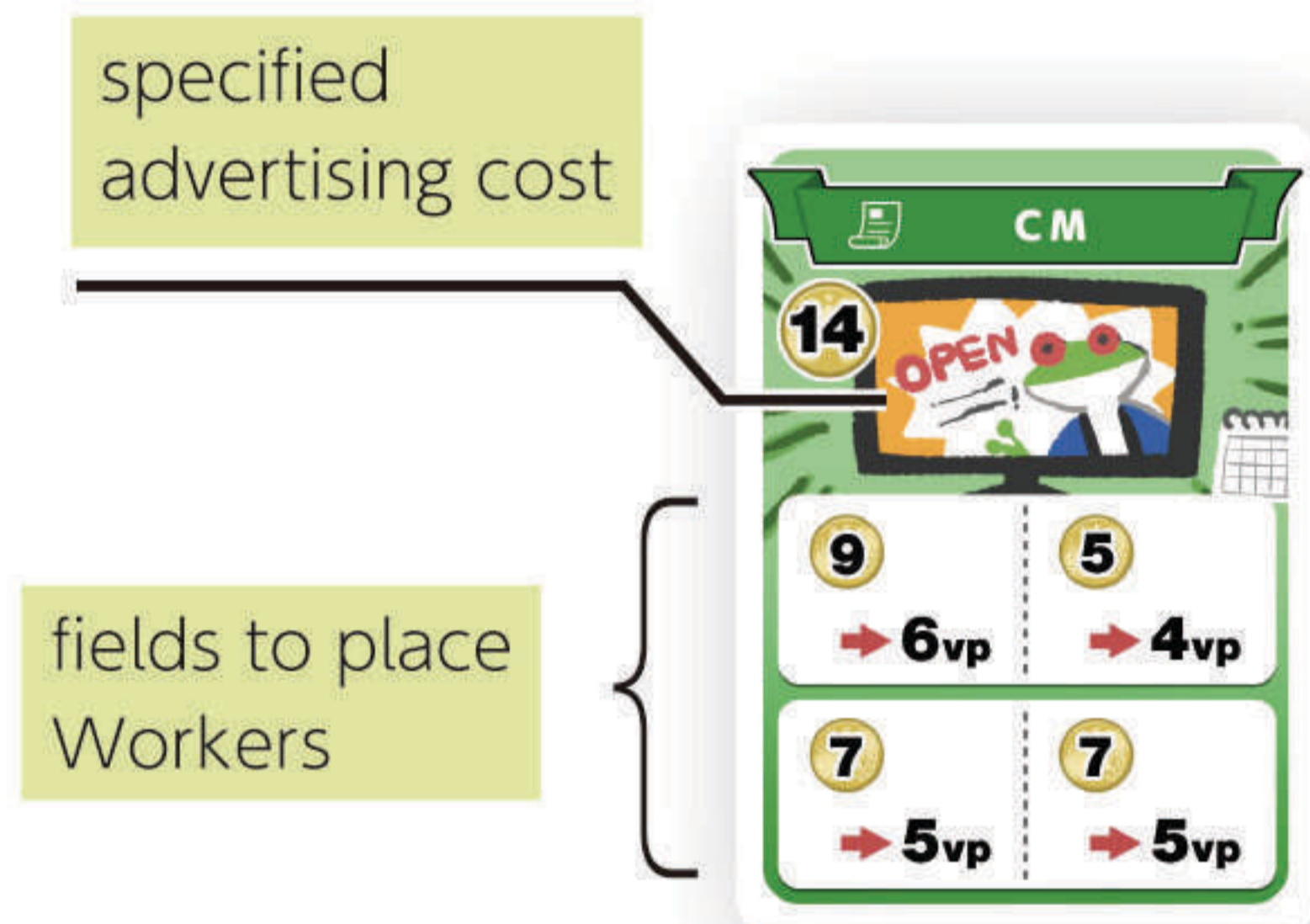
Place your Worker piece on the Worker Seat icon of another player's store and gain the indicated resource or VP. When you do this, the resource and VP gained by the player who placed their Worker piece and the player who owns the store differ.



④ Advertising



Pay the cost and place a Worker piece on an Ad card. Up to 2 Worker pieces can be placed on each Ad card. It is possible for a player to place 2 Workers on the same Ad card over 2 turns. There are 2 fields (top and bottom) to place Workers on each Ad card, and you can only place your 2nd Worker on the field where you placed your 1st Worker. (You cannot place your 2nd Worker on the lower field after placing your 1st Worker on the upper field.) You can run an ad when the total cost paid reaches the specified advertising cost. When you run an ad, the players who have their Worker piece(s) on the Ad card gain the specified VP. The player who paid the most advertising cost, or if the paid amount is the same, the player who paid the cost first, receives the Ad card.



After applying an Ad card's effect, draw another Ad card from the deck and place it in the play area. After the deck runs out, Ad cards will not be added further. Collect your Worker pieces from the activated Ad card and place them outside your individual board. The Worker pieces on the Ad cards yet to be activated are not returned even in the Closing Phase and are carried over to the next round.

Holding Ad cards is related to the base store "広告代理店/Advertising Agency" effect and Goal card achievement.



⑤ Public Facility Construction



Pay the cost indicated in the lower left part of the Public Facility card and place 1 Public Facility on the Plaza board. Place the Worker pieces you used for this outside your individual board. After placing the Public Facility card, you immediately gain the VP indicated in the lower right part of the card. Place the Public Facility card on 2 cells of the Plaza board. When placing the card, follow these rules:

Placement Rules

If there is a Customer piece on the cell to place the card, place the card with the Customer piece on it.



You cannot place the card in a way that it protrudes from the board or overlaps another card.

• 英霊碑/Cenotaph

The player who places this immediately gains 6 VP. The number of Customer pieces on this card will not change.



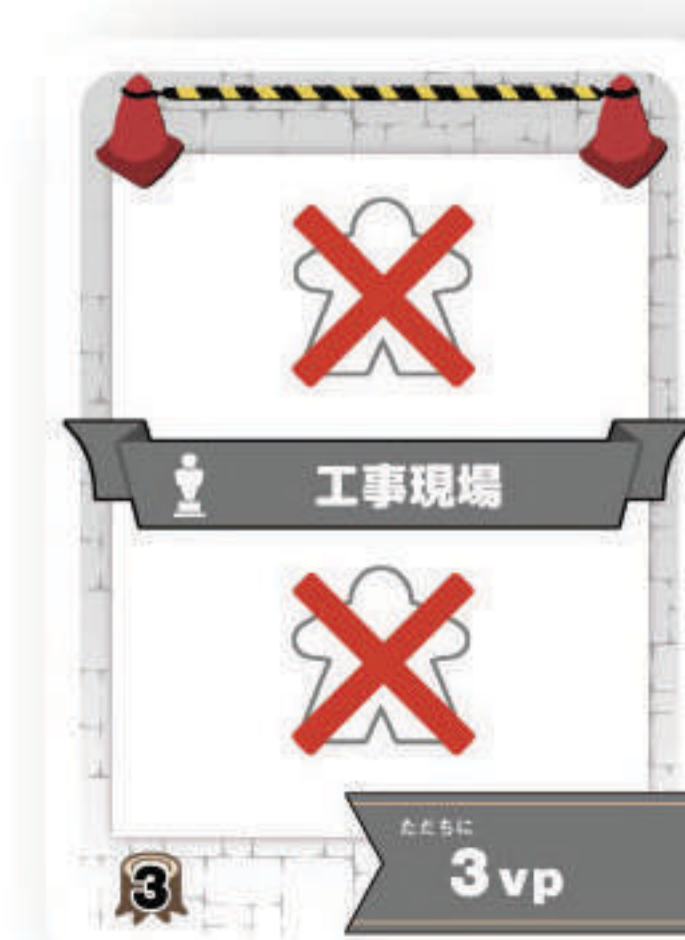
• 仮設ステージ/Temporary Stage

The player who places this immediately gains 3 VP. Two Customer pieces can be placed on each cell where this card is placed.



• 工事現場/Construction Site

The player who places this immediately gains 3 VP. You cannot place any Customer piece on this card. The Customer pieces in the cells where this card is placed are removed and placed outside the board.



⑥ Moving or Removing a Public Facility



Pay 3 Wood and move or remove a Public Facility on the Plaza board. Both moving and removing actions follow the Public Facility Placement Rules. Place the Worker pieces you used for this outside your individual board.

- **Moving a Facility**

Move the Public Facility card anywhere on the Plaza board.

- **Removing a Facility**

Return the Public Facility card from the Plaza board to the play area.

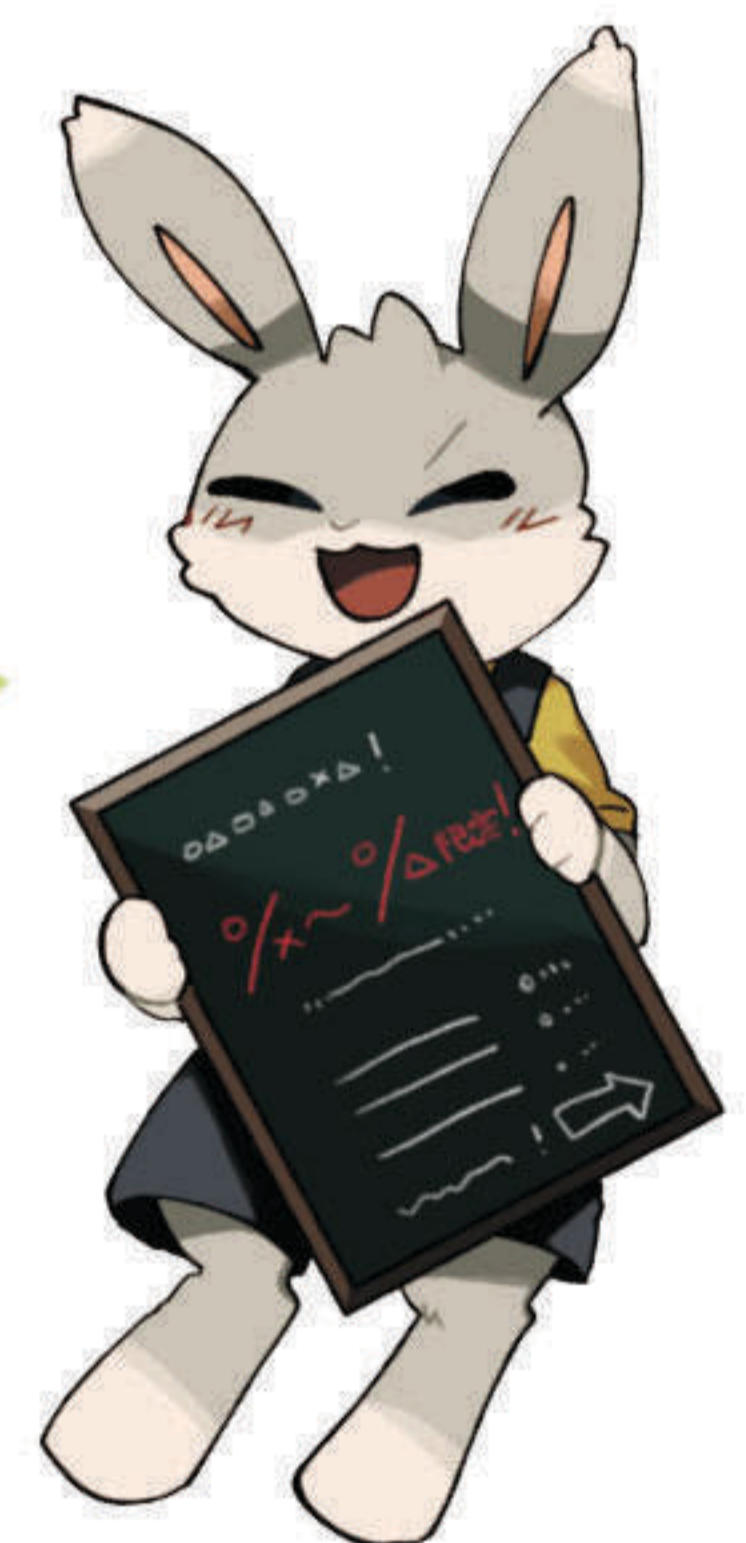
If a Public Facility card is moved or removed, its effect on the cell where it was placed is cancelled.

⑦ Getting 1 Coin or 1 Wood



You can get 1 Coin or 1 Wood. Place the Worker pieces you used for this outside your individual board.

Take note to move the used Worker pieces to the corresponding card after ③Entering another player's store and ④Advertising and move them to outside your individual board after other actions. And don't forget to move your newly-hired Worker pieces outside your individual board!



Phase 5: Closing

Return the Customer pieces placed in the stores to the Plaza board, and the players each return their used Worker pieces along with newly-hired Worker pieces to the バックヤード/Backyard of their individual board. When you do this, keep the Worker pieces on the Ad cards that have not been activated on those cards and carry them over to the next round. When you move the Customer pieces to the Plaza board, apply the effects of the placed Public Facilities. Then move the Round marker by 1 to the right.

Now, you have completed 1 round! The game ends after 5 rounds. Build new stores, run ads, and run a good business!



Game Ending and Scoring


The game ends after 5 rounds.

At the end of the game, reveal the VP of the stores in your sections and reveal the Goal cards with the achievements to "ゲーム終了時に公開/Reveal at the End of the Game", and add up the VP. The player with the most VP wins the game. In case of a tie, the tied players shall share the victory.



At the end of the game, the player has 22 Coins, 2 Wood and 3 Ad cards.

VP gained by stores

雑貨店/Grocery Store (0 VP)
 材木店/Wood Store (0 VP with the condition to gain 1 VP per 3 Wood)
 ビュッフェ/Bufet (5 VP for 3 stores with )
 高級パン屋/Premium Bakery (7 VP with the condition to gain 1 VP per 3 Coins)

} 12VP

VP gained by Goal cards

大目標/Major Goal 4 (6 VP)
 大目標/Major Goal 6 (6 VP)
 大目標/Major Goal 10 (6 VP)

} Achieved the conditions for all 3 cards, but only 2 of them count, so gained 12 VP in total.

Thus, in the above example, the player's VP at the end of the game is 24 VP in total.

Take note that you can score only by 2 of the 3 大目標/Major Goal cards. For details, see P.15 【Goal Card】.



If You Score 40 VP or More

To indicate 40 VP or more, place your piece on its back on the track to indicate that it is on its 2nd lap.



Proprietor Abilities



Alen

Get 3 Coins every time you build, move, or remove a Public Facility.



Meister

You can sell twice in the Sale Phase. Every time you sell, you get 2 Wood.



Leon

You can use 2 Coins instead of 1 Wood for construction or renovation.



Orlando

You get 1 extra Coin every time another player places their Worker piece in your store.



Toby

At the start of the Solicitation Phase, you can rearrange the positions of your stores as you like. (You can also place them in unoccupied sections.)



Morgan

At the game setup, you can build any Basic Store or Special Store you like instead of the 雑貨店/Grocery Store. (Ex: If you build a コンビニ/Convenience Store, you can hire all of your Worker pieces at the setup and use all of them from your first turn.)



Vanessa

You can pay 5 Coins to hire Vanessa's special Worker piece (Gray) and use it like any other Worker piece. (Can be used from the turn after hiring the Worker.) This ability can be applied in addition to the normal action in your turn in the Worker Action phase.

Goal Cards

The players each receive 1 小目標/Minor Goal and 3 大目標/Major Goal cards at the game setup. You can gain the VP indicated on each card by achieving its condition and revealing it. Note that you can score only by up to 2 of the 3 大目標/Major Goal cards through the game. So, if you achieve the conditions of the all 3 大目標/Major Goal cards, you must choose two of them for scoring. There are 2 types of Goal cards: "達成時に公開/Revealed When Achieved" and "ゲーム終了時に公開/Revealed at the End of the Game".

- 達成時に公開/Revealed When Achieved

When the condition indicated on the Goal card is met, reveal the card and gain the the indicated VP.

- ゲーム終了時に公開/Revealed at the End of the Game

If the condition indicated on the Goal card is met, reveal the card at the end of the game and gain the the indicated VP.



The icons related to the achievement condition are indicated on the left part of the Goal card.



Changes for 2- and 3-Player Games

2-Player Game

Cards to remove: "老舗小料理屋/Old Restaurant" and "大目標/Major Goal 1"

In a 2-player game, fold the Plaza board in half. Place the individual boards facing the long sides of the Plaza board. Consequently, in the Solicitation Phase, the players will each call a Customer piece located up to 2 cells away in front of their store.



3-Player Game

Cards to remove: None

In a 3-player game, only 3 individual boards are used with nothing placed adjacent to one side of the Plaza board. As shown in the figure to the right, place 4 Worker pieces of the unused player color diagonally on the Plaza board.

During the game, the cells occupied by these Worker pieces count as outside the board. Therefore, neither Customer pieces nor Public Facility cards cannot be placed on these cells. In the Solicitation Phase, you can call a Customer piece from the available 3 cells (excluding the cell occupied by a Worker piece) in front of your store.



Additional Rules

If the Major Goal cards dealt to you in the game setup are "Major Goal 4 and Major Goal 5" or "Major Goal 7, Major Goal 8 and Major Goal 9", these Major Goals cannot be achieved at the same time. Therefore, after you get used to the game, adopt the following rules.

1. After receiving the 3 Major Goal cards dealt to you, choose one of them.
2. Pass the remaining 2 cards to the player to your left.
3. Take the 2 cards that came from the player to your right and choose one of them in the same way.
4. Then pass the remaining 1 card to the player to your left. Choose your 3 cards like this and then start the game.

If adopting these rules, it is recommended to choose your Goal cards according to your Proprietor Ability and strategy.



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