



English Rulebook



12+



90MIN



3-5P



1,

## STORY

A stadium is coming to our city!?

That's right! A stadium will be built in our city and is going to host a world soccer tournament. While the city is abuzz with excitement, you, a sports loving CEO of a soft drink company plan to invest in the stadium and install your company's advertisements upon completion. However, your competitors are also moving in to promote their own companies at the tournament. So, which company will come out on top with the best reputation once the stadium is completed?

As the market continues to develop, you will need to make the right sales plans, market your products, and increase the reputation of your brand to become the world's leading soft drink company!

2,

## GAME SUMMARY

The players, all CEOs of beverage companies, aim to have the most reputable company when the stadium is completed. The first step is to determine a sales plan by keeping an eye on market trends. If market trends increase, drinks will be purchased more by consumers, allowing players to generate more revenue.

Next, use the generated funds to conduct business actions by sending your associates to various establishments which will increase your company's reputation. However, do not forget that there are taxes to be paid as well.

Players who issue shares in the course of their business actions will benefit from gaining additional reputation when dividends are paid. However, if they fail to pay off their dividends, they run the risk of significantly reducing their reputation.

Hello there!

My name is Rebecca, your executive assistant.

I will be helping to explain the rules.

I look forward to working with you!





# 3. GAME CONTENTS



Vending machine (The market holder) x1  
(Assembly instructions are on last page)



Bidding counters x5  
(one per player)



Double-sided game board x1



Coasters x5



Market cards x30



Summary cards x5



Construction disc x1



Discs x30  
(5 colors x 6 per player)



Market research tokens x20



Stadium cards x23



Bottle cap coins x131



Associates tokens x50  
(5 colors x 10 per player)



Advantage tokens x42  
(14 of each type)



Reputation tokens x24  
(8 of each value)






## 4. SETUP




- 1 Lay the game board on its appropriate side on the table. One side is for 3 and 4 player games while the other side is for a 5 player game. This is marked in the upper right corner above the round track.
- 2 Place all the bottle caps to the side of the game board. This pile is **The Bank**.
- 3 Create separate piles for the advantage tokens, reputation tokens, and market research tokens near the bank.
- 4 Tightly close the slot at the bottom of the vending machine. This vending machine is The Market Holder. The **B** inside is the market. Place the appropriate amount of bottle caps into **the market holder** according to the number of players:


- 3 Players: 30 **B**
- 4 Players: 40 **B**
- 5 Players: 50 **B**

\*The currency in this game is bottle caps **B**. You will perform various actions by paying bottle caps **B**.

- 5 There are 3 types of advantage tokens. Issue share tokens , PR tokens , and Stadium investment tokens . Find the three action spaces on the game board with images of the advantage tokens. Place the matching advantage tokens on these action spaces according to the chart below:

- 3 and 4 player game: 1 advantage token per action space.
- 5 player game: 2 advantage tokens per action space

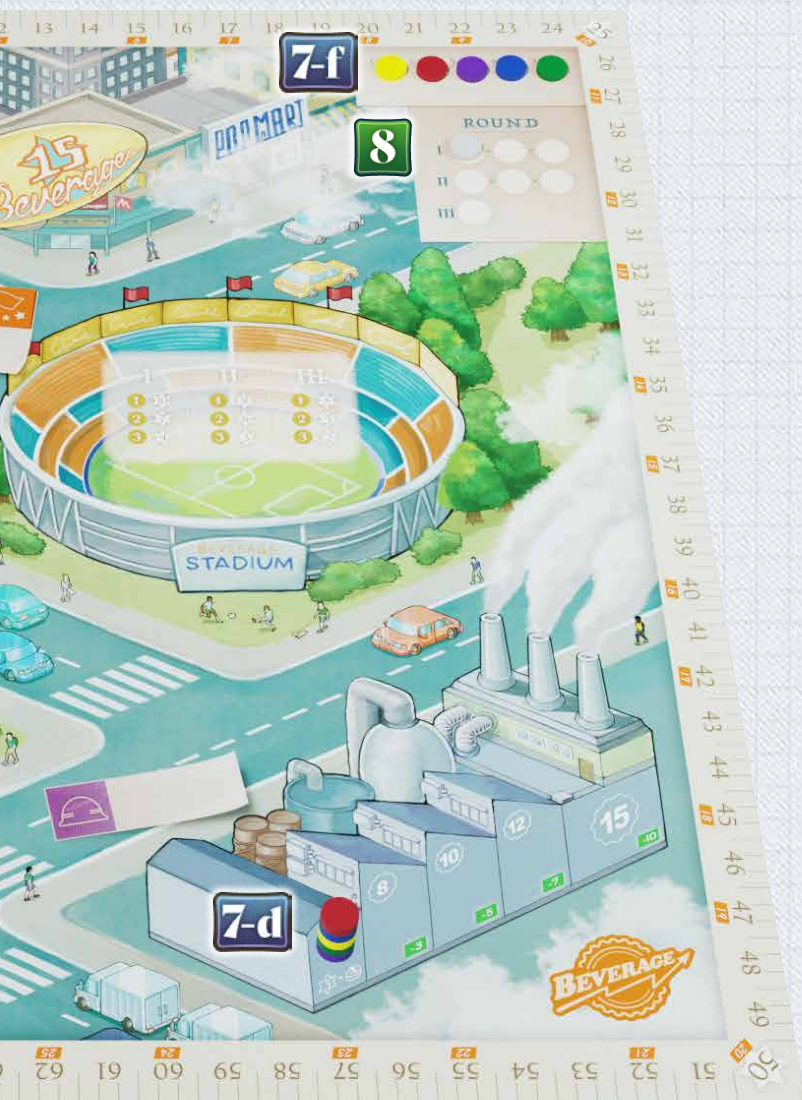
- 6 Each player decides which company they will be, and receives the following in their matching color: 10 associates tokens , 6 discs, a coaster, and a bidding counter. The coaster represents your reserve of associates  and each player places their associates  on their coaster.

**Important Note:** Associates  are divided into "on-hand" (available for use) and "on your coaster" (unavailable for use) during the game. Be sure to keep them properly separated. See p. 6 for more details.









9



7 Each player places their discs on the "zero" space of each track as shown in the diagram:


- One disc on the Reputation track
- One disc on the Shares track (  track)
- One disc on the PR track (  track)
- One disc on the Factory track (  track)
- One disc on the Employee Training track (  track)
- One disc on the Turn Order track


8 Place the white construction disc on the top left circle of the round track.

9 Arrange the stadium cards in the following order, in full view of everyone:

- Place the "Construction Stage I" cards randomly side by side faceup.
- Place the "Construction Stage III" cards randomly faceup in the next row so that each card is between the card above (see diagram).
- Place the "Construction Stage II" cards in the next row face up in the same way as the "Construction Stage I" cards.


Once all cards have been placed...

**If playing with 3 players:** Place one non-player associate  on top of the cards marked with a 4+ and 5+

**If playing with 4 players:** Place one non-player associate  on top of the cards marked with a 5+

10 Shuffle all the market cards and place them on the table with the amount (number) side face down.

11 The person who most recently drank juice goes first. (Or feel free to choose a start player randomly.)  
The start player places their disc in the first space on the turn order track. In clockwise order, the next players place their disc in the next available space on the track.

12 Each player takes a summary card and 10 .





# 5.

## GAME FLOW




**GOAL:** Have the most reputation for your company on the reputation track at the end of the game.


One round of Beverage consists of the following seven phases. Each phase is executed in sequence and continues until the game end condition is met.

1. **Planning phase**
2. **Sales phase**
3. **Business Actions phase**
4. **Settlement phase**
5. **Dividends phase**
6. **Progress Check phase**
7. **Clean-up phase**

### Start of game

Each player, starting with the first player, must buy their initial resources with the 10 **B** they received during setup of the game.

**The three resources available for purchase are:** Associates , Reputation , and Market Research tokens . The cost of each resource is 1 **B**.



If purchasing reputation , immediately move your disc along the reputation track. Do not take a reputation token.

All other items you bought are put in front of you. Your remaining **B** is your initial capital.


These are purchased in any desired combination and number, and when finished, the next clockwise player makes their purchase.

**\*If this is too difficult, p. 16 provides an easier way to start with a different set of rules. You can also start the game from there.**

### Purchasing Example

The red player bought 3 associates  and 1 market research token . They now have 6 **B** remaining.






Your associate tokens  and bottle caps are the main resources of this game.

The more you have, the happier you are, but you need to have a good balance of both to perform actions efficiently.

Market research tokens can be used in the Planning phase to confirm the amount of bottle caps in the market, which is confidential information.

Purchasing reputation gives you an advantage when you have made the same sales bid as other players in the Sales phase.

### Important Notes of the Game

- Your reputation can never go below zero.
- On the reputation track, when moving your disc onto the same space as another player's disc, place your disc on top of the previously placed disc. Players with discs on the bottom are considered to have more reputation and will break any ties. (All other discs on tracks can be stacked in any order.)
- The number of associates  that each player has on-hand is public information.
- The amount of **B** each player has and the amount contained in the market is private information.
- Associates  are divided into "on-hand" and "on your coaster". The associates  on your coaster are still in training and cannot be used to take actions.



*You can't use the associate tokens on your coaster to take actions!*






# 6. THE 7 PHASES EXPLAINED

## (1) The Planning Phase

In this phase, you will plan your sales for the current fiscal year.

**Plan wisely, because this phase will affect the amount of income you obtain in the Sales phase (2).**

1. Take the top 3 cards from the market deck and place them next to each other facedown next to the market deck. \*For 5 player games, an additional card is placed, for a total of 4 cards.
2. Each player performs this phase simultaneously. Secretly enter a sales bid of 1 or more into your bidding counter and close it. (If you wish to conduct market research, you can use a market research token  and wait for the other players to close their counter without entering an amount yourself.)
3. When everyone has closed their bidding counter (excluding the players who conducted market research), the market holder is opened to the public. The amount of bottle caps is revealed and counted. The players who conducted market research confirm the amount in the market and then secretly enter their sales bid into their bidding counter. Finally, they close their bidding counters.
4. All players reveal their sales bid at the same time.
5. Reveal the market cards and add these numbers together. Take this total from the bank and add it to the market. If a recession card was revealed, see the note on Recession Cards to the right.

\*An example of the planning phase can be found on p. 9.

The back side of each market card can be used to forecast sales trends by looking at the direction of the sales graph.

Be aware, however, that there is also one Recession (-MAX) card mixed in each of the three types of graphs! (You can see the breakdown of the market deck inside your bidding counter.)

1/2/3



4/5/6



7/8



## Recession Cards

Some market cards are recession (-MAX) cards.

If one is revealed, the market card with the highest number among the other revealed market cards is treated as a 0.

If two or more recession cards are revealed at the same time, draw a new market card for each revealed recession card. Then, reshuffle the previously drawn recession cards back into the market deck. (There can never be 2 or more revealed recession cards at the same time.) The total sum of the cards is then added to the market from the bank.



After the sales bids are revealed, the market cards will add **B** to the market. This allows you to bid for a larger amount than you might originally estimate.

Note, however, that the amount added to the market may be drastically reduced depending on the market card; so, if you are planning to be bullish, your income may decrease or worst case, you may not receive any income.



## (2) The Sales Phase

In this phase, income is earned and inventory is disposed of.

This phase also determines the order in which players take actions in the Business Actions phase (3).

### ① Make a Sales Bid

1. Players compare their sales bids that they set in the Planning phase. The player with the lowest bid receives their **B** directly from the market. That player then places their turn order disc on the left-most available space of the turn order track.
2. The next player with the lowest bid repeats the above process until all players have taken the amounts that they recorded in their bidding counter.
3. If a player is unable to collect their entire sales bid, they bust! Players who bust will not earn any income at this time nor place their disc on the turn order track. They must perform inventory disposal, described below.
4. Once all players have placed their turn order discs on the track, any remaining **B** left in the market is returned to the market holder. Confirm the slot of the market holder is tightly shut.

### <Tiebreakers on Sales Bids>

If two or more players bid the same amount, the player with more reputation will be the first to receive their income. If the scores on the reputation track are also equal, the player with the disc on the bottom will be the first to receive their income.

If players with tied bids have zero points on the reputation track, choose a player at random to go first.



### ② Receive reputation tokens

Players who had higher bids and didn't bust receive reputation tokens as written below. (This is also indicated with reputation symbols on the turn order track.)

#### ▼ 3Player Game

- The lowest bid: Nothing
- The second highest bid: ★
- The highest bid: ★

#### ▼ 4Player Game

- The lowest bid: Nothing
- The third highest bid: ★
- The second highest bid: ★
- The highest bid: ★

#### ▼ 5Player Game

- The lowest bid: Nothing
- The second lowest bid: Nothing
- The third highest bid: ★
- The second highest bid: ★
- The highest bid: ★



## Inventory Disposal

1. A player who busts places their disc in last place on the turn order track. If there is more than one player who busted, the player who entered the larger amount will be in last place. If the amount is tied, the player with less reputation goes later. **Since they busted, they are unable to receive any reputation tokens this round.**
2. Players who busted now have a chance to receive a little income from the remaining **B** in the market. They do this by making another sales bid with the remaining **B** left in the market. However, the maximum amount that can be entered into their bidding counter is 1 less than the player who made the lowest bid. If a player busts again, they make another sales bid, using the new lowest bid minus one. Once all busted players have received any amount of **B**, inventory disposal ends.

### <Special Treatment>

If there aren't any **B** left in the market, Inventory Disposal ends immediately and busted players receive nothing.






## Planning phase and Sales phase Examples

### 4 Players with 1 player busting.

- ①. In the Planning phase, each player enters their sales amount into the bidding counter and closes it so that other players cannot see. The red player uses their Market Research token at this time. The red player waits until the other players close their counters.
- ②. When everyone except the red player closes their counter, the market is opened and the amount of **B** inside is counted. The red player confirms this amount, enters a sales bid into their own counter, and finally closes their counter.
- ③. The three market cards (four cards for five player games) are revealed. This time the following three cards are revealed: 1, 8, and -MAX. Since -MAX is drawn, the highest number card (8) is treated as a 0. Therefore, the total comes to:  $1 + 0 = 1$ , adding 1 **B** to the market. The economy seems to have been a little slow this quarter.
- ④. The Sales phase begins and each player reveals their bidding counter. The blue player had the lowest sales amount (of 11 **B**) and takes their bottle caps first from the market and then places their turn order disc on the leftmost empty space of the turn order track. Then the green and red player do the same. However, on the yellow player's turn, there is no longer enough money in the market (it has 13 **B**) to match the yellow player's sales amount (of 20 **B**). The yellow player busts.

The yellow player places their turn order disc in the last position of the turn order track. Inventory disposal will take place. The blue player had the lowest sales amount (of 11 **B**) so the yellow player can take 1 **B** less from the market if it is available (for a total of 10 **B**). The yellow player checks the market (it has 13 **B**). The yellow player enters this value into their bidding counter and takes their bottle caps (of 10 **B**). The players who achieved the largest sales without busting get reputation tokens as denoted by a star on the turn order track.

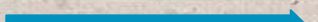
The green player will receive a one point reputation token  and the red player will receive a two point reputation token .

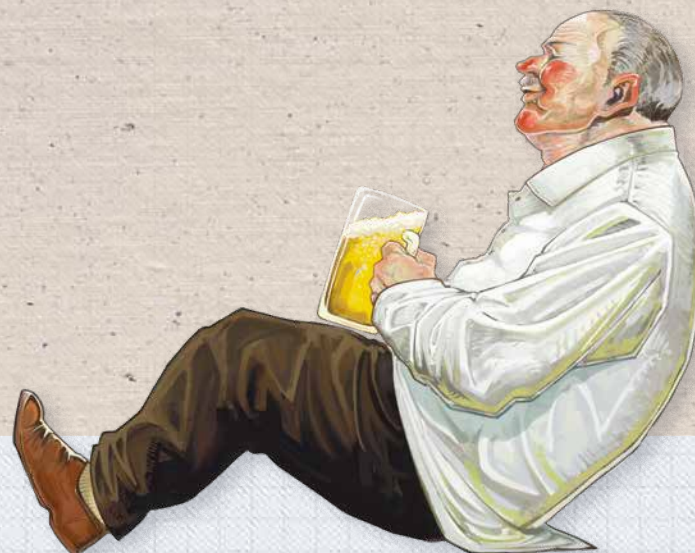
If the yellow player hadn't busted on their turn, they would have received a 2 point reputation token . However, since they busted this time, they received nothing.

Don't forget that if 2 players are tied in their bid, the player who is higher on the reputation track takes bottle caps first. If tied on the reputation track, the lower disc takes bottle caps first.




The numbers entered into the bidding counter..

lowest  highest





### (3) The Business Actions Phase

In this phase, players take actions in turn order according to the turn order track. When your turn comes, you can either dispatch an associate  to perform one action or pass for the remainder of the round.

The Business Actions Phase will end once everyone has passed.



Issue shares



Public Relations  
(PR)



Factory  
Improvements







Stadium  
Investments



Employee  
Training




Starting with the left-most player on the turn order track, players select one of the above actions. Player turns proceed in the order of the discs on the turn order track.

To perform an action, place an on-hand associate  in the action space you wish to perform.

You can perform the action even if other associates  (including your own) are already placed in the action space. However, **you must pay 1  per associate  already in the action space, in addition to the cost of the original action. This total cost is placed in the market holder.**

**The one exception is the Employee Training action. All costs for this action are returned to the bank.**

### Advantage Tokens

You can take one advantage token, if one is available on the action space, when performing the Issue Shares , PR , or Stadium Investments  actions.

You can only take an advantage token from the action space you are currently activating.

Advantage tokens have special functions and once used, are returned to their token pile.



Issue Shares  
Token



PR Token



Stadium Investment  
Token



### Passing

**Once a player passes, they are no longer able to take actions for the current round.**

You indicate passing by shifting your disc on the turn-order track downwards.

When everyone has passed as shown in the diagram on the left, the Business Action **phase ends and the game proceeds to the Settlement phase.**



## Business Action Descriptions



### Issue Shares

This action raises your disc on the shares track and rewards .

In the Dividend Phase (6) you will have to pay dividends according to the number of shares you have, but you can gain reputation by paying it.

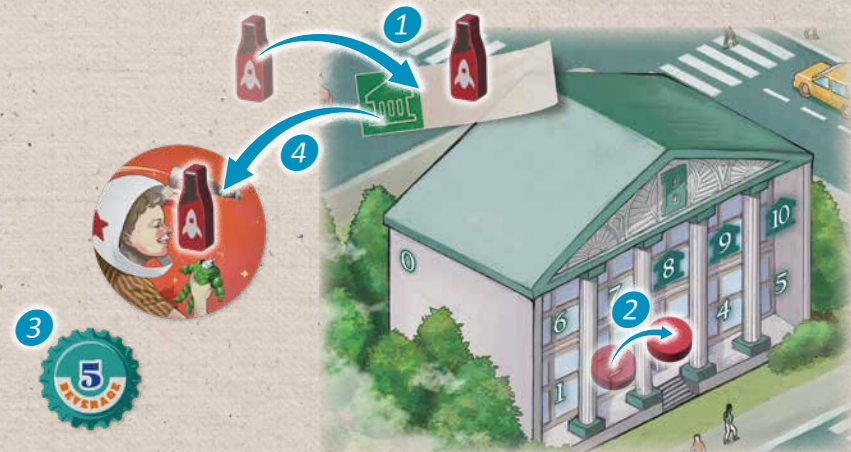
Place an associate in the Issue shares action space and perform the action as follows.

1. Raise the shares track by 1 space and then receive 5 from the bank.  
\*To raise your disc to 8 or above, you must spend one Issue Shares token.
2. **Immediately return the placed associate to your coaster.**

\*If your disc is at the maximum level on the track, this action can no longer be selected.

The red player decides to perform the Issue Shares action.

- ①. They place their associate in the action space .
- ②. They raise their disc one space on the shares track .
- ③. They immediately receive 5 from the bank.
- ④. They return the associate they just placed to their coaster.



### Public Relations

This action raises your disc on the PR track .

In the Progress Check phase (6), players will compare discs on the PR track and gain reputation according to their ranking.

Place an associate in the PR action space . Raise your disc 1 space each time you perform any combination of the following actions. This can be done as many times as you wish.

- Pay 2 to the market.
- Return one on-hand associate to your coaster.
- Spend one PR advantage token.

Whenever you perform the Public Relations action, your disc must move to a higher space than all other discs on the PR track. Two discs can never share the same space on this track.

The blue player decides to perform the Public Relations action.

Since the green player has already moved up 2 spaces on the PR track, the blue player must move at least 3 spaces.

- ①. The blue player places their associate in the PR action space. Since the green player's associate is already in the action space, the blue player must pay 1 to the market.
- ②. The blue player decides to raise their disc on the PR track 3 spaces.
- ③. The blue player pays 4 to the market to raise the disc two spaces and returns one on-hand associate to their coaster to raise the disc one more space.







## Factory Improvements

This action raises your disc on the factory track 🏭.

Raising your disc on this track reduces the amount of taxes to be paid in the Settlement Phase (4) by the number in the green box.

Place an associate 🧑 in the factory improvements action space 🏭 and perform the action as follows:

1. Raise your disc by one space on the factory track 🏭. Pay the cost written in the space to the market.
2. Increase your reputation to a maximum of 5★.

\*These 5 reputation ★ are reduced by one for each disc ahead of you and sharing the same space as you.



## Stadium Investments

This action is used to construct stadium cards with your associates.

By placing an associate 🧑 on a stadium card, you will gain the reputation written on it at the end of the game.

You must have at least 2 on-hand associates 🧑 to perform this action (one for the action space and one for the card).

Place an associate 🧑 in the Stadium Investments action space 🏟️ and perform the action as follows:

1. Select one stadium card of the current construction stage that does not have an associate 🧑 on it. The construction cost is listed in the upper left corner. This is paid to the market. Only one card can be constructed per action.  
There are two types of stadium cards: small space cards and large space cards. The costs of each are different. When constructing a large space card, you must also spend one stadium investment token in addition to 10🏠.
2. Place one on-hand associate 🧑 on top of the card you wish to construct. This associate 🧑 will not return to you until the end of the game. (Note that stadium cards are not taken by players when constructed. They will remain in the same position throughout the game.)

### Stadium Cards



#### ① Construction Stage

The stage in which the stadium card can be constructed.

#### ② Cost

The amount of 10🏠 required to construct the stadium card.

#### ③ Large space symbol

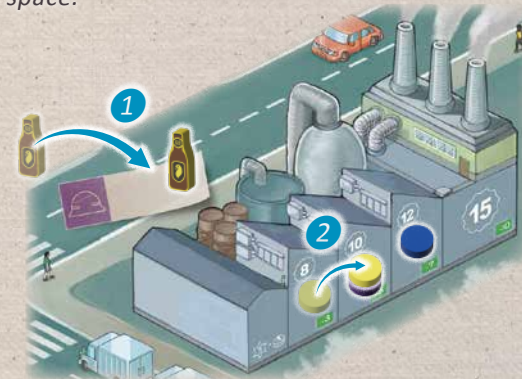
Cards with this symbol are large space cards and the ones with no symbol are small space cards. Large space cards also have a darker edge. Large space cards are counted as 2 cards for the stadium area bonus. This is described further in final scoring.

#### ④ Reputation Points

The amount of reputation you receive at the end of the game for constructing the card.

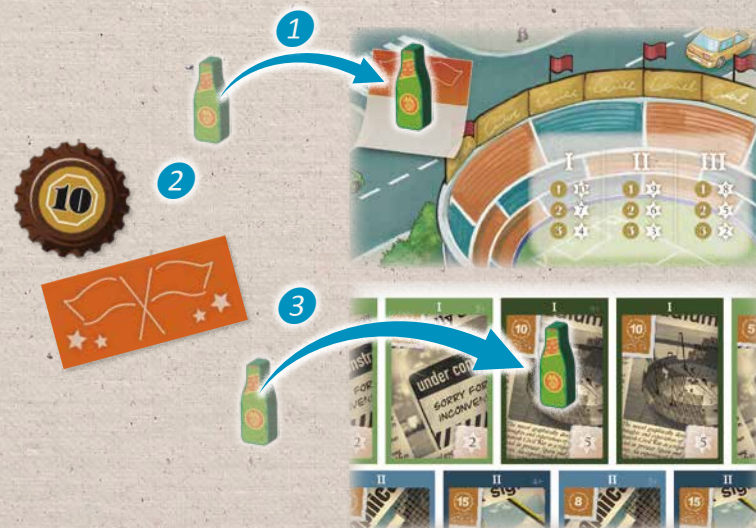
The yellow player decides to perform the Factory Improvements action.

- ①. They place their associate 🧑 in the Factory Improvements action space.
- ②. They move their disc one space and pay the written cost (in this case 10🏠) to the market.
- ③. The yellow player gains 3★ (5★-2) because there is one disc ahead and one disc sharing the same space.



The green player decides to perform the Stadium Investments action.


- ①. They place their associate 🧑 in the stadium investments action space and choose a card to construct. The game is currently in Construction Stage I, so the player must choose a Construction Stage I card that hasn't been purchased by another player. The player has a stadium investment token, so they decide to construct a large space card.
- ②. The player returns the stadium investment token back to its pile and pays 10🏠 to the market.
- ③. The player places an on-hand associate 🧑 on the stadium card. This associate 🧑 will not return until the end of the game.










## Employee Training

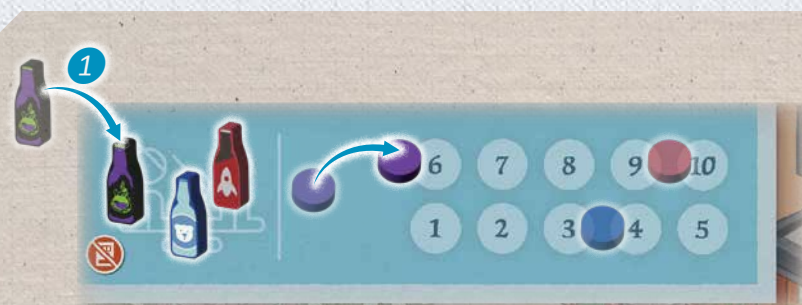
This action raises your disc on the Employee Training track .

This track will determine how many associates  you will receive in the Clean-up phase (7) for the next round.

You must pay **the bank** the number of spaces the disc is moved on the employee training  track.





You must also pay **the bank** any additional costs from previously placed associates  on the Employee Training action space.


Once the proper amount is paid to the bank, raise your disc on the employee training track .




The purple player decides to conduct the Employee Training action.




1. They place an associate  in the Employee Training action space and pay 6  to move their disc on the employee training track to space 6.
2. Since two players have previously chosen this action, an additional cost of 2  is also paid. A total of 8  is paid to the bank instead of the market.

The purple player will move 6 associates  from their coaster to on-hand in the Clean-up phase.




Remember that your associates  will be received during the Clean-up phase (7).



The number of associates  you will be able to use in the current round will NOT be increased!

## (4) The Settlement Phase

Each player checks their points on the reputation track and confirms how much they need to pay in taxes. Tax amounts are written in the orange boxes spread around the reputation track. Players pay the amount that their reputation disc is currently on or has most recently passed.

This payment goes to the market and must be paid in full.


**If a player is unable to pay their taxes due to insufficient funds, they must lower their reputation by 1 point for each  they couldn't pay.**



The yellow player pays no taxes at this time.  
 The red player pays 1  in taxes.  
 The blue player pays 3  in taxes.






Players who have performed the Factory Improvement action in the Business Actions phase may reduce the amount of taxes they pay.

The amount is reduced by the number in the green box where your factory disc is placed.

The yellow player pays 18  in taxes.

The red player pays 16  because their factory is exempt from 3  in taxes.

The blue player pays 16  because their factory is exempt from 5  in taxes.

Taxes can never be less than 0 .







## (5) Dividends Phase

This phase represents paying dividends to your stockholders. Each player gains reputation by paying dividends corresponding to their issued shares.

First, check your disc on the shares track .

Each player pays  to the market equal to the number in the space with their disc. **If you can pay the full amount, your reputation disc is raised by the amount you paid.**

If any part of the amount cannot be paid, the entire dividend cannot be paid. In other words, you pay all or nothing.

If a player cannot or chooses not to pay dividends, their reputation is lowered by the amount of unpaid  x 2.


There are penalties for failing to pay both taxes and dividends!

Predict in advance how much you will have to pay in these phases and plan accordingly to save your bottle caps!





## (6) Progress Check Phase

### 1. Check Public Relations


Check the PR  track. Starting from the player with the most PR, increase each player's reputation as follows:

- The player with the highest value on the PR track scores 5 points.
- The player with the second highest value on the PR track scores 3 points.
- The player with the third highest value on the PR track scores 1 point.

Players whose PR disc  is currently on the 0 space cannot gain any reputation. After gaining reputation, everyone's discs return to 0 on the public relations  track.

### 2. Check the construction stage round

Move the construction disc to the right on the round track, UNLESS:



- Associates  are placed on all stadium cards for the current construction stage.
- The construction disc has already reached the end of the current construction stage (rightmost space).

If either or both of the above conditions have occurred, move the construction disc to the leftmost space of the next construction stage.

Move to the Clean-up phase (7).






**There is only 1 round in Construction Stage III. When this round is finished, the stadium is completed and the game ends. The Clean-up phase is not required in the final round.**

## (7) Clean-up Phase



1. Return all associates  placed on action spaces on the board to their respective player's coasters.
2. Remove the turn order discs and place them near the turn order track.
3. The faceup market cards are no longer used in the game. Discard them facedown away from the deck of market cards.
4. Place advantage tokens {Stadium Investments }, {Public Relations } and {Issue Shares } in their respective action spaces according to player count below. Do not remove any advantage tokens that still remain on the board.


3 - 4 players 1 token to each action space  
5 players 2 tokens to each action space



5. Check each player's discs on the Employee training track. The number your disc is on is the number of on-hand associates  you will receive for the next round. Take this number of associates  from your coaster to on-hand. Then move each player's employee training disc back to the 0 position.
6. Players with 0 associates  are able to take between 1 and 4 associates  from their coaster to on-hand. However, players must lose 3 reputation points for each associate  gained this way. (Players cannot have their reputation disc go below 0.)
7. After all steps are completed, start the next round beginning with the Planning phase (1).

### < Special Case >

A player with zero associates  who cannot perform the process described in Step 6 above because their reputation is less than 3 performs a special process. They move all their discs on all tracks (including reputation) back to the 0 position. They also return all of their associates  on stadium cards they constructed to their coaster.

Then the player takes 4 associates  from their coaster to on-hand.





# 7,

## FINAL SCORING

At the end of the round in Construction Stage III, final scoring is calculated as follows:

### 1. Stadium Cards and Reputation Tokens

Gain the number of reputation points on the stadium cards where your associates are placed. After that, gain reputation points equal to the total value of your reputation tokens.

### 2. Contribution to stadium construction bonus

Players that contributed the most in each construction stage gain reputation. The 1st, 2nd, and 3rd players with the most associates in each card row gain points as written below. The amount of reputation gained is different for each construction stage so check carefully.

Players who have not placed any associates in a row cannot score any reputation points.

I	II	III
1st 10 points	1st 9 points	1st 8 points
2nd 7 points	2nd 6 points	2nd 5 points
3rd 4 points	3rd 3 points	3rd 2 points

### 3. Stadium Area Bonus

Players check their stadium area. A stadium area is the number of stadium cards each player has with associates that are adjacent to each other vertically and horizontally. The 1st, 2nd, and 3rd players with the biggest stadium areas gain reputation as written to the right. Note that large space cards are counted as 2 cards instead of 1.

1st 8 points
2nd 5 points
3rd 2 points

#### < Tie breaks for stadium bonus points >

If two or more players are tied, they add up the value of all points involved and divide them evenly among the tied players. For example, if two people tie for 2nd place in stadium areas, they add the points from 2nd and 3rd place:  $5+2=7$ . Seven divided by 2 gives 3 points to each player.

### 4. Sponsorship Agreement

Each player reveals the amount of B they have. The players with the higher amounts gain reputation as written to the right. With these B, your company will sponsor a new team based in the stadium!

1st 5 points
2nd 3 points
3rd 1 points

### 5. End of Game

After totaling all reputation points, the player with the highest reputation wins the game. In the event of a tie, the player with more associates on stadium cards wins.

If there is still a tie, the winners share the victory.



All stadium cards have been purchased and the game has ended. It's time to calculate final scoring.

- Total the scores in the lower right corner of the stadium cards you purchased. The red player has 18 points, the blue player has 13 points, and the green player has 23 points. Players add the values of their reputation tokens that they have collected.
- Next, compare the number of associates on cards in each construction stage. For example, in Construction Stage 1, the green player will score 10 points, blue scores 5 points, and red scores 2 points. In Construction Stage 2, red and green are tied with 3 associates each. So, they add up the points for 1st and 2nd place.  $9+6$  points = 15 points. This is divided among the 2 players and rounded down to the nearest whole number, yielding 7 points per player. Blue has not placed any associates, so he gets 0 points. Construction Stage 3 is calculated in the same way.
- Next, they confirm stadium areas. Each player counts their largest area where the cards are connected vertically and horizontally. Blue has 4 small cards and 1 large card connected. Since a large card is counted as two, blue's stadium area is 6. Green has a total of 7 in their stadium area and red has a total of 4. Green gets 8 points, blue gets 5 points, and red gets 2 points.
- Finally, players reveal and compare their remaining amount of B. Red gets 5 points for having the most bottle caps left. Green gets 3 points and blue gets 1 point.

The player with the highest reputation is the winner and the true CEO of the beverage industry!





## Rule Variants

Here are some alternative rules that can change the difficulty of game play. You may employ one or any combination of these rules.

### 1. Your first game

In step 12 of the game's setup, the player receives 5 **B** instead of 10 **B**. Skip the "Start of game" steps located on page 6. Instead of purchasing resources, everyone moves 5 of their associates from their coaster to on-hand. No further actions are required. This is a simplified rule for first time play to help ease you into purchasing initial resources. From your second play, you may want to try playing by the normal rules.

### 2. A Recession-Free Town

During initial setup, remove the three recession cards from the market deck. With the recession cards removed, the randomness of the market is reduced, making it easier to calculate. Recommended for those who dislike randomness.

### 3. Open Market

During setup, return the market research tokens to the box. During The Planning phase (1), open the vending machine and disclose the amount of money in the market before entering your sales bid. The difficulty of playing the game is greatly reduced, and you can easily average the numbers, making it easier to develop a plan in which everyone produces about the same amount.

### 4. Handicaps

A handicap can be given to players who are still new to board games. Start the game by giving one or more market research tokens to the player(s) you want to favor during setup.

## Credits

**Game Designer:** Konomi Nikaido

**Producer:** Daishi Okada

**Illustrator:** Yuto Miura

**Graphic Design/DTP:** Chihiro Abe

**Logo design and design assistance:** Arata Seki

**Rules Writing:** Honami Sasabuchi

**English Translation:** Donald Leavey

**Test Play Conductor:** Teppei Okamoto

**Test Play (in no particular order, titles omitted)**

M.L.F / Taka / Natto / Nisshi

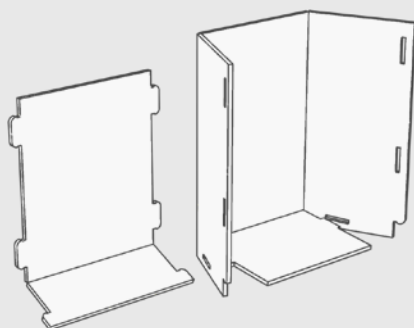


**ASOBITION**

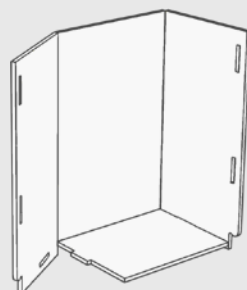
<https://www.asobition.com/>  
For inquiries, please contact → [board\\_game@asobition.com](mailto:board_game@asobition.com)

## ● Assembling the Market Holder Vending Machine

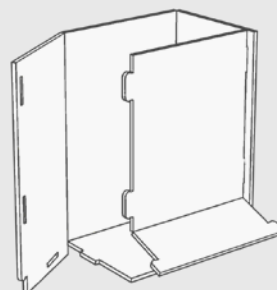
① Fold along the creased lines.



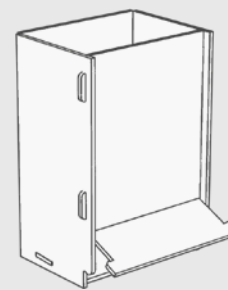
② Insert one side of the vending machine into the base.



③ Insert the front panel into the side.



④ Close the remaining side and ensure it is locked in place.



⑤ Close the front lower lid and you're all set!

