OVERVIEW

GENERAL: Unless otherwise stated in this variant's rule set, all official rules from the base game and expansion apply. *NOTE: If a situation arises that is not covered by this variant's rule set, please use your judgement to decide what ruling fits best with the spirit of the game.*

MODULES: The Chain variant is compatible with every module in the expansion. In many cases, alternative actions are taken by the Chain if a module is not being used in the current game.

MILESTONES: The Chain claims milestones as it fulfills their requirements, but it does not receive any benefits from milestones.

WINNING THE GAME: As in the official rules, the game ends after the bank breaks a second time.

THE CHAIN'S SET-UP

STEP 1: Shuffle the Action Deck and place it with the front side ("RECRUIT & TRAIN" side) face up.

STEP 2: Shuffle the Competition Cards in two stacks, namely: "WARM" (red) and "COOL" (green). Place 3 cards from each Competition Card stack face down under the Action Deck.

STEP 3: Place 4 markers on the Track Mat:
   a.   RECRUIT & TRAIN track: 1
   b. $10 PRICE + DISTANCE track: 10
   c.   WAITRESSES track: 0
   d.   COMPETITION track: "Neutral" (beige)

STEP 4: Shuffle the Chain's bank reserve cards. Place a random card, unseen by the Player, next to the bank pool along with the Player's chosen bank reserve card.

PLAY AREA SET-UP (2-PLAYER GAME)

MILESTONES

EMPLOYEE POOL

THE CHAIN'S ❶x EMPLOYEE PILE

BANK POOL & GENERAL SUPPLY

(CASH, FOOD & DRINK, MARKETING CAMPAIGNS, NEW HOUSES, GARDENS, ROADS, PARKS, ETC.)

THE CHAIN'S FOOD & DRINK INVENTORY MAT

FOOD & DRINK INVENTORY

16	17	18	19	20
11	12	13	14	15
FRIDGE & FREEZER 6	7	8	9	10
1	2	3	4	5

COMPETITION CARDS

THE CHAIN'S TRACK MAT

RECRUIT & TRAIN	$10 PRICE + DISTANCE	WAITRESSES	COMPETITION
OPEN SLOTS 4 5	○ 10	MOVIE STAR	
3 4	9	3	
SHUFFLE	8	2	
2 3	7	1	
○ 1 2	6	0	
MARKETEER 1	MARKETEER 2		MARKETEER 3

THE CHAIN'S "BUSY" MARKETEERS
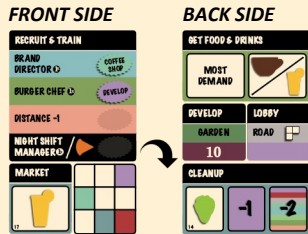
THE CHAIN'S ACTION DECK

PLAYER'S AREA

FRIDGE & FREEZER

1	2	3	4	5
6	7	8	9	10

GET FOOD & DRINKS

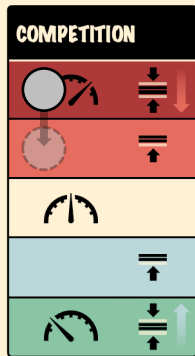|				
1	2	3	4	5
6	7	8	9	10
11	12	13	14	15

RESTRUCTURING

STEP 1: Flip the top card of the Action Deck to reveal its back side and the front side of the next card.

FRONT SIDE

BACK SIDE

EXAMPLE: Card 14, the top card of the Action Deck, is flipped to reveal the back side of card 14 and the front side of card 17.

STEP 2 – COMPETITION ADJUSTMENT: Resolve the action corresponding to the COMPETITION track marker's location:

HOT: Place a "WARM" (red) Competition Card face down on top of the Action Deck and one under the Action Deck. Move the marker down to WARM.

WARM: Place a "WARM" (red) Competition Card face down under the Action Deck.
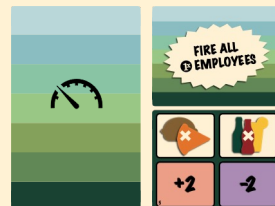
NEUTRAL: No action is taken.

COOL: Place a "COOL" (green) Competition Card face down under the Action Deck.

COLD: Place a "COOL" (green) Competition Card face down on top of the Action Deck and one under the Action Deck. Move the marker up to COOL.

EXAMPLE: The last step of the HOT action is resolved by moving the marker from HOT to WARM.

"WARM" COMPETITON CARD
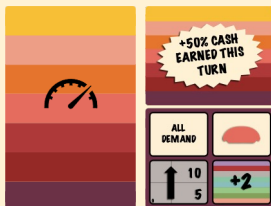
"COOL" COMPETITON CARD

STEP 3: If a Competition Card is on top of the Action Deck and it matches the COMPETITON track marker's location (i.e., "WARM" Competition Card and WARM, or "COOL" Competition Card and COOL), resolve the Competition Card's actions and then place it face down under the respective Competition Card deck. Otherwise, place the Competition Card face down under the Action Deck without resolving its actions.

ORDER OF BUSINESS

If the Chain has the highest-ranking movie star or the most open slots in its company structure, it will <u>always</u> choose to be first in turn order.

The number of open slots in the Chain's company structure is indicated by the RECRUIT & TRAIN track marker's location.
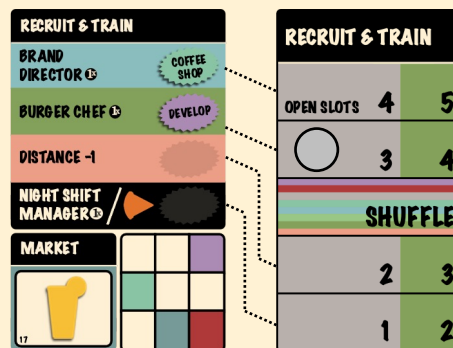
EXAMPLE: The Chain has 3 open slots in its company structure.

RECRUIT & TRAIN

The only employees the Chain recruits from the employee pool are marketeers and **1x** employees.

Rather than using employees, the Chain takes the number of RECRUIT & TRAIN actions equal to the number of open slots in its company structure.

- **4 OPEN SLOTS:** The Chain takes all 4 actions in descending order.

- **3 OPEN SLOTS:** The Chain skips the top action and takes the 3 bottom actions in descending order.

- **2 OPEN SLOTS:** The Chain skips the top 2 actions and takes the bottom 2 actions in descending order.

- **1 OPEN SLOT:** The Chain skips the top 3 actions and takes the bottom action.

EXAMPLE: The Chain has 3 open slots in its company structure, so the Chain skips the top RECRUIT & TRAIN action and takes the bottom 3 actions in descending order. The Chain:
1. *Removes the Burger Chef, if available, from the employee pool and places it into its **1x** Employee Pile.*
2. *Moves the $10 PRICE + DISTANCE track marker down 1 slot.*
3. *Increases its pizza inventory by 4 (i.e., since the Night Shift Manager module is not being used in the current game).*

RECRUIT & TRAIN

RECRUIT A MARKETEER: Recruit the indicated marketeer, if available, from the employee pool. If a Mass Marketeer is recruited, place it next to the Track Mat. Otherwise, place the marketeer in an empty MARKETEER spot below the Track Mat. The Chain is limited to 3 "busy" marketeers and 1 Mass Marketeer at any time. *NOTE: If a Gourmet Food Critic is recruited, the Chain also places 1 garden on the map. See the PLACEMENT RULES.*

GOURMET FOOD CRITIC GARDEN /

RECRUIT A ①x EMPLOYEE: Recruit the indicated employee, if available, from the employee pool and place it in the Chain's ①x Employee Pile. *NOTE: If the Brand Director is recruited, place it in an empty MARKETEER spot below the Track Mat instead of in the Chain's ①x Employee Pile.*

EXECUTIVE VICE PREISDENT ①x

MOVE THE $10 PRICE + DISTANCE TRACK MARKER: Move the marker down the indicated number of spaces.

DISTANCE -3

MOVE THE WAITRESSES TRACK MARKER: Move the marker up 1 space. If the marker reaches 4, the Chain also recruits the highest-ranking movie star available from the employee pool.

WAITRESS +1
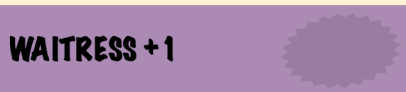
GET FOOD & DRINK: If any of the 4 actions described above cannot be taken because the related module is not being used in the current game, the Chain takes the GET FOOD & DRINKS action for the indicated food or drink item instead.

NOODLE CHEF ①x /

CLAIM A MILESTONE: Place a token on the indicated milestone if it has not yet been claimed.

FIRST ERRAND BOY PLAYED

COFFEE SHOP

If a "COFFEE SHOP" star appears on a RECRUIT & TRAIN action that was resolved during the current turn, the Chain places a new coffee shop, if available. *NOTE: See the PLACEMENT RULES.*

ZEPPELIN PILOT ①x COFFEE SHOP

MARKET

If a marketeer was placed in an empty MARKETEER spot below the Track Mat during the current turn:

STEP 1: The Chain initiates the lowest-numbered marketing campaign available to that marketeer and places the corresponding marketing tile on the map. The marketeer is not limited by range. *NOTE: See the PLACEMENT RULES.*

STEP 2: The indicated food or drink item is advertised.

STEP 3: The marketing campaign's "busy" chip is placed on the marketeer.
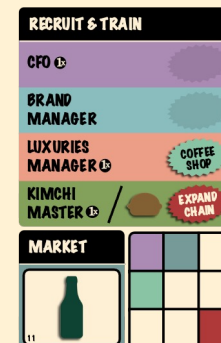
EXAMPLE: During the current turn, the Chain recruits a Brand Manager, places it in an empty MARKETEER slot below the Track Mat, initiates the lowest-numbered marketing campaign available to the Brand Manager (i.e., airplane campaign #4), and advertises beer. The Chain takes "busy" chip #4 and places it on the Brand Manager. NOTE: If all of the airplane campaigns were already on the map, the Brand Manager would place a mailbox (or billboard) instead.
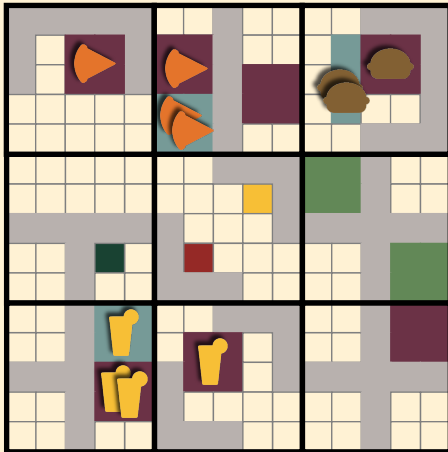
GET FOOD & DRINKS

The Chain increases its inventory of each indicated food or drink item by the amount in the green box next to the RECRUIT & TRAIN track marker's location.

ALL DEMAND: The Chain increases its inventory of every item for which there is at least one demand token on the map (i.e., on either a house or a marketing campaign).

MOST DEMAND: The Chain increases its inventory of the item for which there is the most demand tokens on the map. In the event of a tie, select the item that has the most demand tokens on houses. If there is still a tie, the Chain selects randomly.

GET FOOD & DRINKS

ALTERNATIVE ITEM: If two items are indicated in one GET FOOD & DRINKS pane (i.e., separated by a line), the Chain increases its inventory of the first item only. If the module for the first item is not being used in the current game, the Chain increases its inventory of the second item instead.

RECRUIT & TRAIN

OPEN SLOTS	4	5
○	3	4
SHUFFLE		
	2	3
	1	2

GET FOOD & DRINKS

MOST DEMAND

DEVELOP	LOBBY
GARDEN	ROAD
10	

CLEANUP

	-1	-2

FOOD & DRINK INVENTORY

16	17	18	19	20
11	12	13	14	15
FRIDGE & FREEZER 6	7	8	9	10
1	2	3	4	5

EXAMPLE: The Chain takes the GET FOOD & DRINKS action:
1. **MOST DEMAND:** *There are 4 demand tokens for both lemonade and pizza on the map. To break the tie, the number of demand tokens on houses are counted. There are 3 lemonade demand tokens and 2 pizza demand tokens on houses. Therefore, the Chain increases its lemonade inventory by 4 (i.e., the amount in the green box next to the RECRUIT & TRAIN track marker's location), that is, from 4 to 8.*
2. **COFFEE / LEMONADE:** *Since the coffee module is not being used in the current game, the Chain increases its lemonade inventory by another 4, that is, from 8 to 12.*

DEVELOP, LOBBY, & EXPAND

STEP 1 – DEVELOP: If a "DEVELOP" star appears on a RECRUIT & TRAIN action that was resolved during the current turn, the Chain places a new house or garden, as indicated and if available. *NOTE: See the PLACEMENT RULES.*

FIRST CART OPERATOR USED — DEVELOP

DEVELOP	DEVELOP
3	GARDEN
	10

EXAMPLE: House 3, if still available, is placed on the map. If house 3 is already on the map, no action is taken.
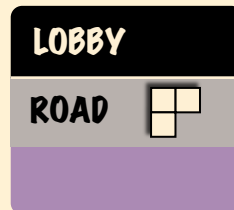
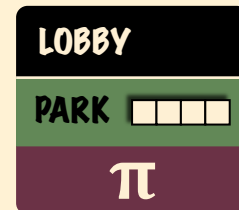*EXAMPLE: A garden is placed to connect to house 10 (or the next higher-numbered house on the map).*

STEP 2 – LOBBY: If a "LOBBY" star appears on a RECRUIT & TRAIN action that was resolved during the current turn, the Chain places a road or park, as indicated and if available. *NOTE: See the PLACEMENT RULES.*

RURAL MARKETEER / 🥤 — LOBBY

LOBBY	LOBBY
ROAD	PARK
	π

EXAMPLE: The indicated road, if still available, is placed on the map. If the indicated road is already on the map, no action is taken.

EXAMPLE: The indicated park, if still available, would be connected to apartment π (or the next higher-numbered house on the map). If the indicated park is already on the map, no action is taken.

STEP 3 – EXPAND CHAIN: If an "EXPAND CHAIN" star appears on a RECRUIT & TRAIN action that was resolved during the current turn, the Chain places a new restaurant, if available. The Chain never moves its restaurants. *NOTE: See the PLACEMENT RULES.*

HR DIRECTOR 1× — EXPAND CHAIN

DINNERTIME

PRICE: The Chain's unit price is <u>always</u> $10. The Chain earns double its unit price (i.e., $20) for an item sold to a house that has a garden <u>or</u> is adjacent to a park. The Chain earns triple its unit price (i.e., $30) for an item sold to a house that has a garden <u>and</u> is adjacent to a park.

PRICE + DISTANCE: The $10 PRICE + DISTANCE track marker's location indicates the total unit price + distance at each of the Chain's restaurants' <u>entrances</u>.

DRIVE-INS: Each of the Chain's restaurants has a drive-in (i.e., an entrance in each corner).

MOVIE STARS AND WAITRESSES: Ties are won by the Chain if it has the highest-ranking movie star in its ❶ₓ Employee Pile. If a tie needs to be decided by the number of waitresses, the WAITRESSES track marker's location indicates the number of active waitresses in the Chain's company structure. *NOTE: The Chain does <u>not</u> receive tips for its waitresses.*

COMPETITION ADJUSTMENT: If the Chain earned more cash than the Player during dinnertime, move the COMPETITION track marker down one space. If the Chain earned less cash than the Player during dinnertime, move the COMPETITION track marker up one space.

EXAMPLE: The Player has enough burgers, pizza, and lemonade to meet the current demand, no active waitresses in its company structure, and a unit price of $9 (i.e., $1 discount by 1 active pricing manager in its company structure). Movie stars are not being used in the current game.
A. HOUSE 3: The Chain's total unit price + distance is 9, that is, 8 (corresponding to the $10 PRICE + DISTANCE track marker's location) + 1 tile border crossed (since the Chain's restaurant has a drive-in). The Player's total unit price + distance is also 9. The Chain wins the tie since it has 1 active waitress in its company structure (corresponding to the WAITRESSES track marker's location) and sells 3 pizzas for a total of $60 (i.e., $20 per pizza since house 3 has a garden). The Chain reduces its pizza inventory by 3.
B. HOUSE 10: The Chain's total unit price + distance is 8. The Player's total unit price + distance is 11. The Chain sells 1 lemonade for a total of $20 (i.e., since house 10 is adjacent to a park). The Chain reduces its lemonade inventory by 1.
C. HOUSE 16: The Chain only has 1 burger and cannot meet the inhabitants' demand. The Player sells 2 burgers for a total of $20.
D. COMPETITION ADJUSTMENT: Since the Chain earned more cash than the Player during dinnertime (i.e., $80 vs. $20), the COMPETITION track marker is moved down one space from WARM to NEUTRAL.

PAYDAY

The Chain does not pay salaries.
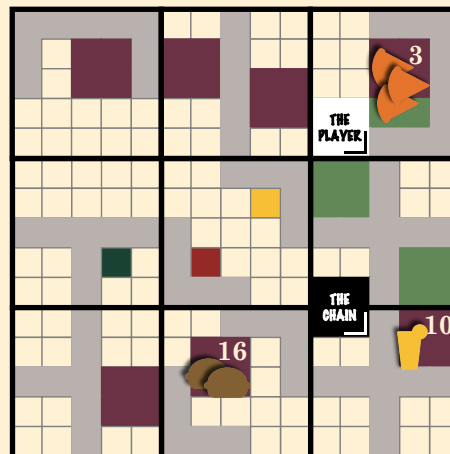
FOOD & DRINK INVENTORY

16	17	18	19	20
11	12	13	14	15
6	7	8	9	10
1	2	3	4	5

$10 PRICE + DISTANCE	WAITRESSES	COMPETITION
10	MOVIE STAR 4	
9	3	
8	2	
7	1	
6	0	

MARKETING CAMPAIGNS

END OF A CAMPAIGN: If the last advertising token is removed from any of the Chain's marketing campaigns, remove the corresponding marketeer from its MARKETEER spot below the Track Mat and return it to the employee pool. *NOTE: The Brand Director is placed in the Chain's ❶ₓ Employee Pile instead.*

MASS MARKETEERS: If the Chain has a Mass Marketeer next to its Track Mat, run an additional marketing campaign phase and then return the Mass Marketeer to the employee pool.

CLEANUP

STEP 1 – ADJUST INVENTORY: The Chain's Fridge & Freezer can hold a maximum of 10 items of each type of food and drink (i.e., excluding coffee) between turns. Any excess inventory is lost. *Note: The Chain can store kimchi in its Fridge & Freezer alongside other types of food and drink.*

STEP 2 – CLEANUP ACTIONS: Resolve the indicated CLEANUP actions from left to right:

- **GET KIMCHI** (pictured below): If the Kimchi Master is in the Chain's 🔟 Employee Pile, increase the Chain's kimchi inventory by 1.

- **MOVE THE $10 PRICE + DISTANCE TRACK MARKER:** Move the marker up the indicated number of spaces.

- **MOVE THE WAITRESSES TRACK MARKER:** Move the marker down the indicated number of spaces.

- **INVENTORY DROP** (pictured below): Move any tokens on the top row of the Fridge & Freezer to the bottom row of the same column (e.g., the Chain's beer inventory would decrease from 9 to 4 in the example shown above).

- **MOVE THE RECRUIT & TRAIN TRACK MARKER** (pictured below)**:** Move the marker up or down the indicated number of spaces. If the "SHUFFLE" space is crossed while moving the marker, shuffle the Action Deck. If, after shuffling, a Competition Card is on top of the Action Deck, shuffle the Action Deck again.
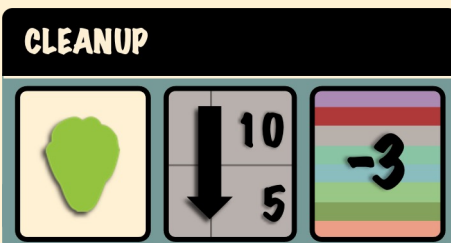
COMPETITION CARDS

Resolve Competition Card actions from left to right and from top to bottom.

"WARM" (RED) COMPETITON CARD NOTES:

- **COFFEE SHOP / EXPAND CHAIN** (pictured below)**:** The Chain takes the COFFEE SHOP action. If the coffee module is not being used in the current game, the Chain takes the EXPAND CHAIN action instead.

- **INVENTORY BOOST** (pictured below)**:** Move any tokens on the bottom row of the Fridge & Freezer to the top row of the same column (e.g., the Chain's burger inventory would increase from 1 to 5 in the example shown on the left).

"COOL" (GREEN) COMPETITON CARD NOTES:

- **NO DRIVE-INS THIS TURN** (pictured above)**:** The Chain's restaurants do not have drive-ins this turn.

- **INVENTORY LOSS** (pictured above)**:** Eliminate the Chain's inventory of the indicated food and drink items (e.g., eliminate the Chain's inventory of beer, softdrinks, and lemonade).

FIRST TURNS (ADJUSTED)

The Chain is first in turn order when the game begins.

THE CHAIN'S FIRST TURN: After following THE CHAIN's SET-UP instructions, the Chain takes the EXPAND CHAIN action and places its first restaurant on the map. The Chain does not take any RECRUIT & TRAIN actions during its first turn.

THE PLAYER'S FIRST TURN: The Player places its first restaurant on the map and then proceeds with its first turn.

PLACEMENT RULES

PLACEMENT BASED ON INDICATED MAP TILE: The Action Deck card map indicates which map tile the Chain will target for placing coffee shops (COFFEE SHOP action), marketing campaigns (MARKET action), new houses (DEVELOP action), roads (LOBBY action), and new restaurants (EXPAND CHAIN action). The colour of each action corresponds to the colour of a space on the Action Deck card map.

COFFEE SHOP   DEVELOP   LOBBY   EXPAND CHAIN
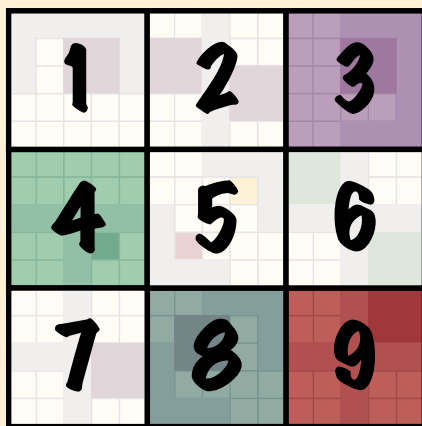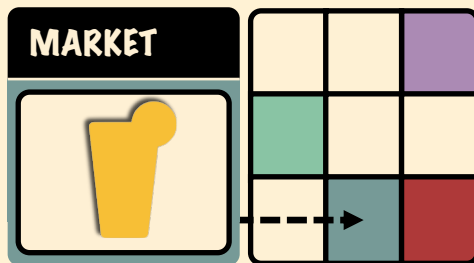
MARKET

EXAMPLE: *The Chain would place a coffee shop on map tile 4, a marketing campaign on map tile 8, a new house or road on map tile 3, and a new restaurant on map tile 9.*

PLACEMENT BASED ON INDICATED HOUSE NUMBER: The DEVELOP or LOBBY actions indicate which house the Chain will target when placing a garden or park. If it is not possible to place the garden or park adjacent to the indicated house, the Chain will target the next-higher numbered house on the map.

DEVELOP
GARDEN
15

LOBBY
PARK
12

MARKETING CAMPAIGNS: The Chain's marketing campaigns must be placed such that they will reach at least one house. Airplane campaigns are placed along the left-hand edge of the map tiles.

NEW RESTAURANTS: The Chain will not place a new restaurant on a map tile that already contains one of its restaurants. The entrance must be placed adjacent to a road and, if possible, it must point toward the centre of the map tile it is placed on.

STEP 1 – HORIZONTAL THAN VERITCAL: The item (e.g., a new house) is oriented horizontally and placed in the first valid location found when moving from left to right and from top to bottom across the indicated map tile. At least one square of the item must be placed on the indicated map tile. If the item cannot be placed in a horizontal orientation, another attempt is made to place it in a vertical orientation on the same map tile.

STEP 2 – NEXT MAP TILE: If the item was not placed in STEP 1, another attempt is made on the next-higher map tile, and so on, until the item is placed. The next-higher map tile after map tile 9 is map tile 1.

MARKET

DEVELOP
GARDEN
10

LOBBY
ROAD
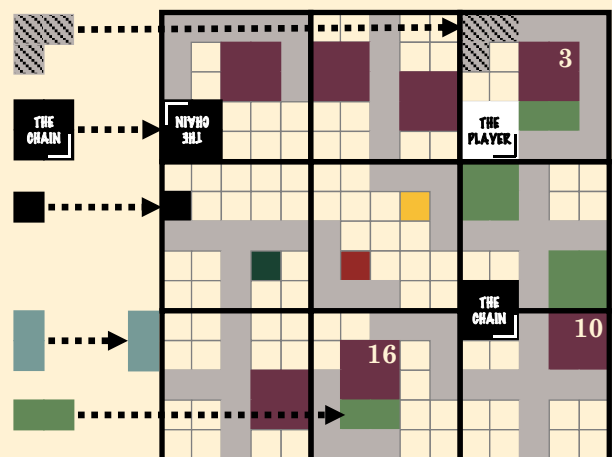
EXAMPLE: *Continuing the example pictured above left, the Chain would place: (A) a coffee shop on map tile 4, (B) an airplane marketing campaign such that it will reach at least one house on map tile 8, (C) a garden connected to house 16 since house 10 is adjacent to a park and has no room for a garden, (D) a road on map tile 3, and (E) a new restaurant on map tile 1 since map tile 9 already contains one of the Chain's restaurants.*

RULE CLARIFICATIONS

FIRST TO LOWER PRICES MILESTONE: Since the Chain's unit price is always $10, it claims the *FIRST TO LOWER PRICES* milestone when: (a) the $10 PRICE + DISTANCE track marker's location indicates a total unit price + distance of less than 10, and (b) the Chain has sufficient inventory to meet the demands of at least one house during dinnertime (i.e., even if the Chain does not actually make a sale).

FIRST TO TRAIN SOMEONE MILESTONE: The Chain claims the *FIRST TO TRAIN SOMEONE* milestone when its RECRUIT & TRAIN track marker first reaches 2 OPEN SLOTS.

FIRST TO HIRE 3 PEOPLE IN 1 TURN MILESTONE: The Chain claims the *FIRST TO HIRE 3 PEOPLE IN 1 TURN* milestone when its RECRUIT & TRAIN track marker first reaches 3 OPEN SLOTS.

OPTIONAL RULES

To increase the difficulty, any or all of these optional rule adjustments can be implemented:

HARD CHOICES: Play with the expansion's *HARD CHOICES* module when using the standard milestone set from the base game. This module removes four milestones after turn 2 (i.e., *FIRST BURGER MARKETED*, *FIRST PIZZA MARKETED*, *FIRST DRINK MARKETED*, and *FIRST TO TRAIN SOMEONE*) and one more milestone after turn 3 (i.e., *FIRST TO HIRE 3 PEOPLE IN 1 TURN*).

EXPAND CHAIN (CONNECTIONS): When taking the EXPAND CHAIN action after its first turn, the Chain will first try to place a new restaurant on the same map tile as a house that it is not already connected to, starting with the indicated map tile. If the Chain is already connected to every house on the map, the Chain follows the regular PLACEMENT RULES.

EXPAND CHAIN (RESTAURANTS): The Chain can place a maximum of 6 restaurants instead of 3.

THE CHAIN'S SET-UP: Adjust Step 2 of THE CHAIN'S SET-UP instructions such that 6 "WARM" cards and 0 "COOL" cards are placed face down under the Action Deck.

RESTRUCTURING: Adjust Step 3 of the RESTRUCTURING phase rules such that "WARM" Competition Cards on top of the Action Deck are resolved regardless of the COMPETITION track marker's location.

UPDATE LOG

v2 UPDATES:

UPDATED PLACEMENT RULES FOR NEW RESTAURANTS (PAGE 7): The entrance must be placed adjacent to a road and, if possible, it must point toward the centre of the map tile it is placed on.

ADDED RULE CLARIFICATIONS AND OPTIONAL RULES (PAGE 8)