



Teaching Script

What is the story?

In Food Chain Magnate we are each the CEO of an up-and-coming fast food franchise. We will each be building our businesses by hiring new staff, creating demand, selling food, and outcompeting each other for the business of the people that live here. The CEO that does it the best will be the winner.

How do I win?

You win the game by having the most money at the end of the game. The game is over after the bank runs out of money (breaks) for the second time.

The bank breaking divides the game in to two halves. The first half, the bank is filled with \$50 per player. When this runs out, it is refilled by the amount on the reserve cards (show the *Reserve Cards*).

At the beginning of the game each player picks one of their reserve cards and submits it secretly. When the bank breaks for the first time the cards chosen by the players are revealed and the total amount on these submitted cards is placed in the bank for the second half of the game.

When the bank runs out of money for the second time the game is over immediately and the CEO with the most money is the winner.

How do I play the game?

The goal of the game is to make money by selling food. Food is sold when a house wants it (has a good on it), and you can provide it at the best price available.

- Explain how a house determines where to eat
 - Do they have a demand counter?
 - Is the house connected to a restaurant by a road?
 - Are there restaurants that can fulfill the demand?
- Explain distance - each tile border you cross counts as ONE distance
- Explain base cost and that there are ways to increase or decrease your prices.
- Add distance and cost together - the restaurant with the lowest number sells their product.
- Explain the **Working** phase of the turn
 - Recruiting employees
 - Explain company structure starting with spaces on the CEO card
 - Explain entry level employees and their effects
 - Train employees
 - Explain how to train employees
 - Explain salaried employees and their effects (*don't explain how marketing works yet*), explaining across each row of similar employee types
 - Initiate marketing campaigns
 - Explain different marketing types, distance, and duration
 - Remaining steps in **Working** phase
- Explain the remaining turn phases - **Dinnertime** (most of this was explained earlier), **Payday**, **Marketing Campaigns**, **Cleanup**, **Restructuring**, **Order of Business**
- Explain Milestones
 - If a player meets the requirement for a Milestone they immediately take that card. Other players can achieve that milestone in the same turn.
 - **These are very strong and will likely determine your strategy for the game**
- Explain most common starting hires
 - Trainer start
 - Recruiting girl start