

FOOD CHAIN MAGNATE

MAUTOMA RULES

This manual contains a set of rules allowing you to play a solo game of FOOD CHAIN MAGNATE. With this solo mode your restaurant chain will have to deal with the infamous **Mautoma Inc.**, a big company that has recently conquered the market thanks to its dense restaurant network, its incorrect pricing battle, the ability to produce many products in a short time (who knows how?) and the not very transparent policy of salary payment.

Components:

In order to play this variant, you need one copy of the **Food Chain Magnate** base game and the following components:



25 ACTION CARDS



1 PLAYMAT

All automa components (or materials) can be downloaded from www.mautoma.com

SETUP

- Create a 3x3 game board with map tiles as you would in a 2-player game. The map should have at least 3 houses—if not then rebuild it
- Fill the bank with \$100
- Lay out the employee and milestone cards (use only one copy of each of the 1x cards), the garden tiles, the marketing tiles and the "busy" chips
- Shuffle all house tiles, turning a few tiles upside down, and build a stack
- Remove from the game billboard #s 12, 15, and 16.
- Put the turn order track back in the box. It is not used.

The player receives:

- 1 CEO card
- 3 restaurant tiles
- 3 bank reserve cards (100, 200, 300)

The turn order marker is not used.

The automa receives:

- 1 playmat
- 25 action cards
- 3 bank reserve cards (100, 200, 300)
- 1 burger, 2 pizza, 1 soft drink, 1 beer, and 1 lemonade token
- 1 turn order marker (it could be the player's unused marker or one of an unused chain)

It doesn't need the CEO card nor the restaurant tiles.

Place the turn order marker facedown on the "2" spot of the sales track of the playmat.

Place 1 of the automa's pizza tokens next to the "+0" spot of the Price Modifier track. This pizza token acts as a marker.

Shuffle the automa's remaining five product tokens and place them randomly in the first spot of each freezer track. During the game, you may have to consider "ties" between various products. Ties are broken by the order of products on the freezer tracks from top to bottom. In the image below, soft drinks would win every tie while burgers would lose every tie.



Shuffle the automa's 3 bank reserve cards, then place one of them facedown close to the playmat. This is the

bank reserve card selected by the Automa. Return the other two cards to the game box without looking at them.

Separate the 22 action cards according to their backs. Shuffle each deck, then build the automa deck according to the difficulty level you choose.

| easy | normal | hard |
|---------------------|---------------------|---------------------|
| 1 "ROUND 1-2" card | 1 "ROUND 1-2" card | 1 "ROUND 1-2" card |
| 4 "Phase I" cards | 3 "Phase I" cards | 3 "Phase I" cards |
| 4 "Phase II" cards | 4 "Phase II" cards | 3 "Phase II" cards |
| 5 "Phase III" cards | 5 "Phase III" cards | 5 "Phase III" cards |

PLACING THE FIRST RESTAURANT

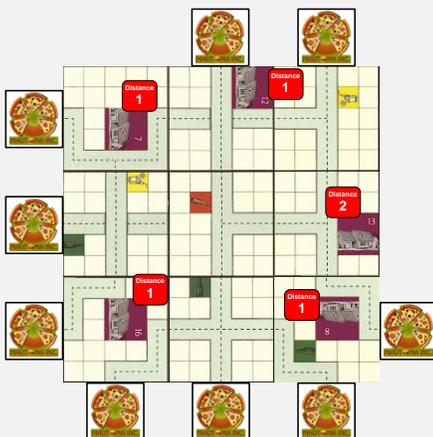
Now the player selects one of their bank reserve cards and places their first restaurant tile following the standard rules.

The Mautoma Inc. doesn't place any restaurant tile.

Let's start the game!

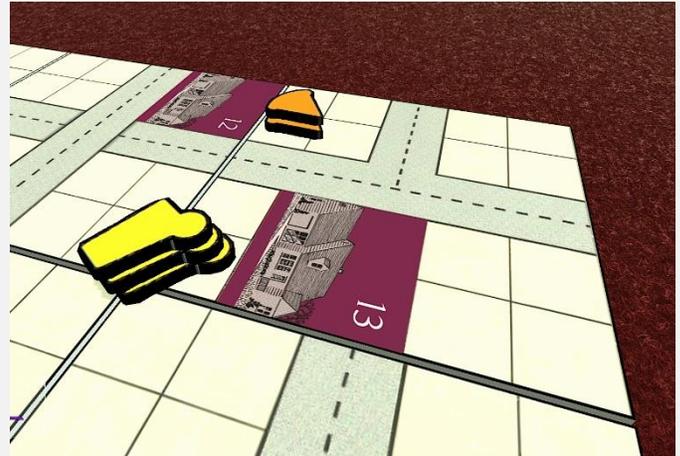
An overview about the MAUTOMA INC.

The Mautoma Inc. is a big company, it has no restaurant tiles on the map, because all its restaurants are located outside of the map adjacent to each road segment that runs into the perimeter of the map. So, the Mautoma Inc. could have up to 12 restaurants. In fact, if one of the outer map tiles has no road segments that run into the perimeter then there are no restaurants adjacent to that map tile.



The picture shows a map example, the location of all Mautoma Inc. restaurants and their distances to each house.

When the Mautoma Inc. initiates a marketing campaign, it doesn't use any marketing tiles. It simply places the marketed product tokens in a stack close to each targeted house. These tokens work exactly like a billboard touching only the targeted houses.



In this example house #12 is targeted by a pizza campaign with a duration of 2, while house #13 is targeted by a lemonade campaign with a duration of 3.

The Mautoma Inc. has 5 freezers, one for each product type. Each freezer can store up to 10 products. You can keep track of the stored products by shifting the markers on the Freezer tracks of the playmat.

Early in the game the Automa gets food and drinks according to what is indicated by the action cards, while later in the game the food and drinks produced and every item's unit price will depend on the number of houses served during the previous turn. The playmat has two tracks (the sales track and the price modifier track) that help you keep track of these two parameters.

The Automa can remove milestone and employee cards from the game, creating pressure on the player, but it doesn't use them.

In the following section are descriptions of what Mautoma Inc. does in each game phase.

PHASE 1: RESTRUCTURING

Mautoma Inc. takes no action during the restructuring phase.

PHASE 2: ORDER OF BUSINESS

The player always acts as first player.

This gives the player advantage in winning ties during dinnertime, but Mautoma, Inc. will always act after the player.

PHASE 3: WORKING 5:00-9:00

After the player has performed his Working 9:00-5:00 phase, draw an action card for the Automa.

Attention: the first action card drawn will remain in play for the first two rounds. This means that in round 2, you must not draw a new action card.

The action card shows what the Automa does in the various round phases. Typically the Automa acts only in phases 3 (Working 9:00-5:00), 4 (Dinnertime), 6 (Marketing Campaigns), and 7 (Cleanup).

If the card shows food/drinks icons, the Automa immediately gets those food/drinks. For each produced food/drink, shift the marker of the corresponding freezer track. Each food/drink exceeding the limit of 10 products will be lost.



This icon indicates that the Automa gets the indicated number of drinks of the type of which it already has the most in its freezer. If tied, look to see which of the tied types is closest to the top of the freezer tracks—the Automa receives the indicated number of drinks of that type.



This icon indicates that the Automa gets the indicated number of food of the type of which it already has the most in its freezer. If tied, look to see which food is closest to the top of the freezer tracks—the Automa receives the indicated number of food of that type.



This icon indicates that the Automa gets 3 of food/drink of the type of which it currently has less in its freezer. If tied, increase the quantity of all tied food/drink.



If the card shows this icon, the Automa immediately gets all food/drink indicated by the position of the turn order marker on the sales track of the playmat. Additionally, if the turn order marker indicates a green arrow then move the price modifier token one step up—if it shows a red arrow then move the price modifier token one step down.

Finally, reset the marker to the "0" position.



If the card shows this icon, the Automa places a new house or garden. Please see the dedicated section explaining how Mautoma, Inc. chooses the location of new houses/gardens.

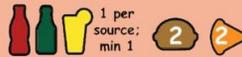
Sales Track icons



Move the price modifier marker one step up/down

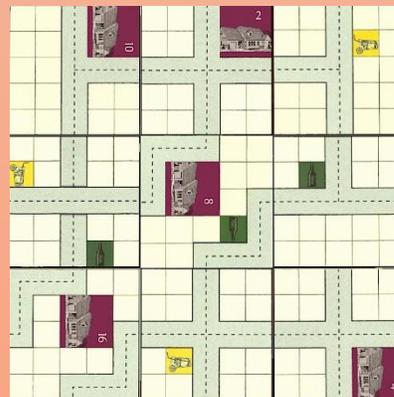


The Automa produces one food/drink per type



The Automa produces 2 burgers, 2 pizzas and 1 drink per each source present on the map. If there is a type of drink with no source on the map, produce 1 of that drink

Example. With this map the Mautoma Inc. would produce 2 burgers, 2 pizzas, 3 beers, 3 lemonades and 1 soft drink.



PHASE 4: DINNERTIME

The dinnertime phase is executed normally.

When you check where a house will eat, you must consider that the unit price offered by Mautoma Inc. is the price shown on the action card modified by the value currently indicated on the price modifier track.

The distance is calculated normally. The Automa's restaurants are outside the map, this means that all of them have at least distance 1 from each house.

The card could show one or more waitresses, which must be considered if resolving ties.

When a house eats in a Mautoma Inc. restaurant, the Automa gains money for each single food/drink sold (this money is doubled if the house has a garden).



If the card shows this icon, you must move the marker of the sales track one step down, after each house goes to eat to a Mautoma Inc. restaurant. The position of this marker is important, because it determines how many food/drinks the Automa will get in the next round.



If the card shows this icon, Mautoma Inc. gains \$1 per milestone card it has. This cash is gained at the end of the Dinnertime phase only if the Automa has sold at least one food/drink. This is the only cash bonus for the Automa, since it doesn't gain any bonuses for Waitress or CFO cards.

Finally, check the total cash owned by Mautoma Inc. and give it the milestone FIRST TO HAVE \$20/\$100, if applicable.

PHASE 5: PAYDAY

The Mautoma Inc. doesn't pay any salaries. Their lawyers know many tricks for finding loopholes.

PHASE 6: MARKETING CAMPAIGNS

Before placing demand tokens on houses, check to see if the action card shows a new campaign initiated by Mautoma Inc.

If the Automa initiates a marketing campaign, the card shows the following information:



This icon indicates that the Automa wants to market the drink of the type of which it already has the most in its freezer. If tied, look to see which of the tied types is closest to the top of the freezer tracks—the Automa markets this drink.



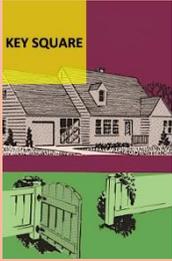
This icon indicates that the Automa wants to market the food of the type of which it already has the most in its freezer. If tied, look to see which food is closest to the top of the freezer tracks—the Automa markets this food.

The number (x2, x3) beside the icon indicates the duration of the campaign.

Furthermore the cards show the houses that will be targeted by the campaign. If the house number indicated by the card is not present on the map, the campaign will be applied to the house with the subsequent next highest number. If that house is also not present, continue looking for the next highest number until you find a valid house. Restart from #1 if necessary. You may have to do this process multiple times if two or more listed house numbers are not present on the map.

While you apply this process, it is possible that a single house could be targeted multiple times. In this case, do not market to the house a second time. Instead, skip to the next house: each new campaign initiated by Mautoma Inc. cannot target the same house more than one time in the same round.

Placing a new house or garden



Draw the house tile from the bottom of the stack. If the tile is upside down, the Mautoma Inc. will place a garden, otherwise it will place a new house.

In case of a new house, it must be placed on the map tile indicated by the icon on the action card. Each house tile has dimensions of 3x2 squares.

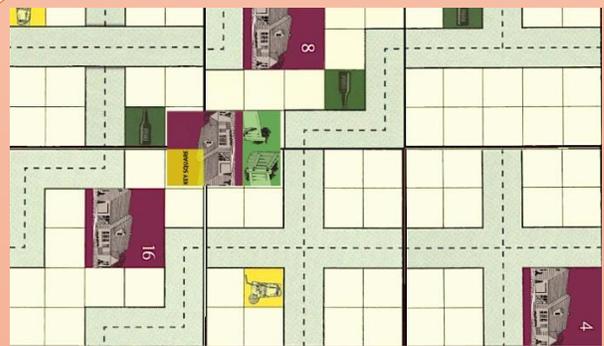
Consider the top left square of the house tile, as the "key square" (as in the image above).

The house should be oriented vertically so that its key square overlays the top-left blank square of the map tile. Check to see if you can legally place the house tile here. If this is not possible, rotate the house tile 90° counterclockwise with the key square still overlaying the top-left square of the map tile and check again if the placement is now legal (even if the house tile overlaps another map tile). If not, continue rotating the house tile 90° counterclockwise until you can find a legal placement. If none of the four orientations has provided a legal placement, consider the next blank square of the map tile, and so on (moving across squares on the map tile from left to right and top to bottom).

If the house cannot be placed on the map tile indicated by the card, then consider the next map tile counterclockwise. Continue doing this until you have found a legal placement. Mautoma Inc. never considers the central map tile for the placement of new houses, but a house placed in an adjacent map tile can overlap to the central tile.



Example. The action card indicates to place a house on the bottom left map tile. Let's consider the map of the previous example. The first blank square doesn't allow any house placement. The second blank square allows a placement, but the house must be turned counterclockwise.



In case of a new garden, it must be added to the house within the map tile indicated on the card. If that map tile contains no house or a house that already has a garden, consider the first valid map tile counterclockwise. Mautoma Inc. never considers the central map tile for garden placement.

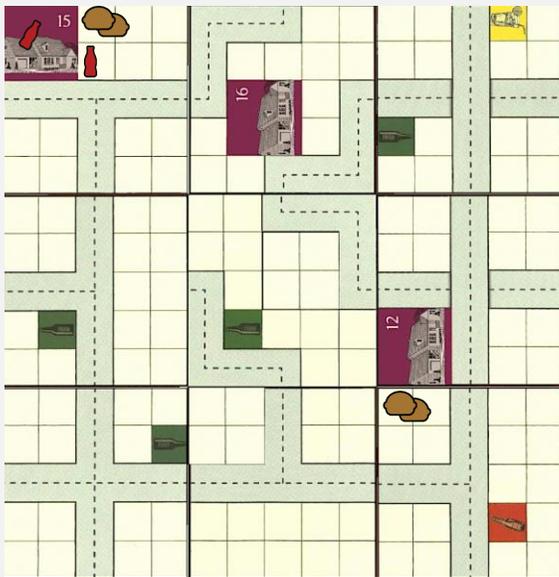
Once you have found a valid house, the garden should be placed underneath the house (as the gardens are relative to the houses on house tiles). If this is not possible, the garden should be placed in the first valid space around the house counterclockwise.

Once you have located all targeted houses, place a stack of demand tokens close to each house. The number of tokens in each stack must correspond to the campaign duration. The stacks of tokens don't occupy any squares on the map; the player can place his marketing tiles as if Mautoma Inc.'s campaigns weren't there.

Example. The action card indicates that Mautoma Inc. initiates a campaign of burger or pizza. The Mautoma Inc. has 4 burgers and 4 pizzas, it chooses to market the burgers, as the burger freezer track is higher.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 0 | 1 | 2 | 3 | 4 |  | 6 | 7 |
| 0 | 1 | 2 | 3 |  | 5 | 6 | 7 |
| 0 | 1 | 2 | 3 | 4 | 5 |  | 7 |
| 0 | 1 | 2 | 3 |  | 5 | 6 | 7 |
| 0 | 1 |  | 3 | 4 | 5 | 6 | 7 |

The action card indicates to target house #s 3 and 11. These houses are not present on the map. Starting from house #3 listed on the card, the next highest number present on the map is #12 - so the first targeted house will be #12. Starting from house #11 listed on the card, the next highest number present on the map is again #12, but since the current campaign has already influenced house #12, the Automa will place the stack of goods beside the next highest house, which is #15. Of note, house #15 has already been targeted by one of the Automa's campaigns from a previous round.



After Mautoma Inc. has initiated its campaign, place all demand tokens on the houses following the standard rules.

The demand tokens of the Automa's campaigns work exactly as if they were billboards adjacent to their respective houses. The priority number of all of Automa's campaigns (all previous campaigns in addition

to the campaigns that were just initiated) is the blue number shown on the current action card next to "Marketing Campaigns". This means that the priority of the Automa's campaigns can change round to round.

If tied, the Automa's campaigns run first.



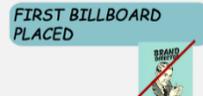
PHASE 7: CLEANUP

In this phase the Automa gets the milestone cards shown on the action card if they are available. Then remove from the game all remaining milestone cards that was gained by the player or by the Automa during this round.

Several Automa cards show the following special iconography:



Mautoma Inc. gets the FIRST BURGER PRODUCED or FIRST PIZZA PRODUCED milestone depending on what it produced during the Working 9:00-5:00 phase. If it already owns that milestone, remove the corresponding Chef card from the game.



Mautoma Inc. gets the FIRST BILLBOARD PLACED milestone. If it already owns that milestone, remove the BRAND MANAGER card from the game.



Mautoma Inc. gets the FIRST TO TRAIN SOMEONE milestone. If it already owns that milestone, remove the GURU card from the

game.

Set all of Automa's milestone cards in a pile. These cards are used only to calculate the Automa's cash bonus during the Dinnertime phase. They have no effect on the game otherwise.

Exception: the milestone cards FIRST TO HAVE \$20/\$100 are obtained by the Automa following the standard rules (see Phase 4). However, the Automa doesn't use the effects of these milestones.

If an action card indicates a 1x employee card, return that card to the game box.

Mautoma Inc. keeps all food/drinks stored in its freezers.

BANK BREAKING AND GAME END

Follow the standard rules about the bank breaking (1st and 2nd time).

The player wins the game if they have more cash than Mautoma Inc. In case of a tie, the player wins as he is earlier in turn order.



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