



MARKET MAYHEM

GAMEPLAY BOOKLET



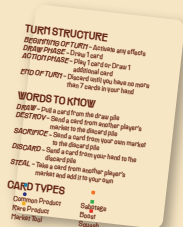
INTRODUCTION

MARKET MAVHEM is a turn-based competitive card game where you act as a farmer trying to fill your Market with products before your competitors can, and what better way to do that than to sabotage your competition? The first player with 7 products in their Market wins!*

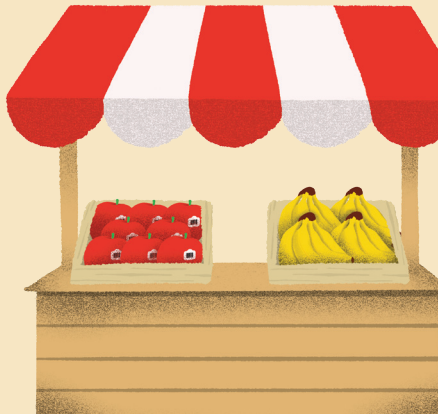
WHAT'S IN THE BOX?



104 Playable Cards



8 Instruction Cards



HOW TO START

To start, separate the instruction cards and the playable cards, shuffle the playable cards together, then deal 5 cards to each player. Place the remaining stack of cards face down in the center of the table; this stack is your **deck**. Leave space next to the deck for a **discard pile**, which is where you will place cards that have been sacrificed, destroyed, played, or discarded throughout the game.

During the game, you will add cards to your (and other player's) **Market**, which is the play area in front of each player, and can be set up like this, stacking similar cards as they accumulate in your Market throughout play.

Each player may also take an instruction card to quickly reference the rules.

Now you're ready to play! Whoever is dressed most like a farmer goes first.



HOW TO PLAY

TURN STRUCTURE

Players take turns by going clockwise around the table. Each turn is made up of 4 phases.

BEGINNING OF TURN PHASE:

If you have a card in your Market with an effect that states, "If this card is in your Market at the beginning of your turn," its effect is triggered during this phase.

DRAW PHASE:

Draw a card from the deck. (If this phase is forgotten, you may NOT still draw a card).

ACTION PHASE:

Take one of the following actions:

- Play a Card from your hand;
- Draw a card from the deck.

END OF TURN PHASE:

Discard until the number of cards in your hand does not exceed the hand limit. The hand limit is 7 cards (unless otherwise stated).

IMPORTANT TERMS TO KNOW

Here are a few setup terms you have seen already:

Market – The play area in front of you in which Product, Boost, and Sabotage Cards are played.

Deck – The stack of beige-backed cards from which players DRAW during the game.

Discard Pile – The stack of beige-backed cards that have been sacrificed, destroyed, discarded, or played during the game.

Additionally, here are some common terms you'll see on card effects:

Draw – Pull the top card of the deck and add it to your hand.

Discard – Move a card from your hand to the discard pile.

Sacrifice – Move a card in your Market to the discard pile. This term is used for Product, Boost, and Sabotage Cards.

Destroy – Move a card in another player's Market to the discard pile. This term is also used for Product, Boost, and Sabotage Cards.

Steal – Move a card from any other player's Market into your Market.

TYPES OF CARDS

There are 5 types of cards in this game.

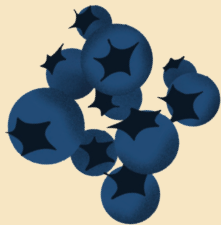
Product Cards are blue. A Product Card stays in a player's Market after being played until it is sacrificed or destroyed. Collect Products in your Market to win the game!

Product Cards come in 2 flavors:

Common Product Cards are light blue. They don't have any effects, but they still are worth collecting towards your winning goal.

Rare Product Cards are a darker blue. Each Rare Product Card has an effect that can give you an advantage in the game.

Market Tool Cards are yellow. These cards have a one-time effect; if you play a Market Tool Card on your turn, immediately move it to the discard pile.



TYPES OF CARDS (CONT.)

Sabotage Cards are orange. Add a Sabotage card to another player's Market to impose negative effects on that player. (Technically, you can add a Sabotage Card to your own Market, but you'll rarely want to do this). A Sabotage Card stays in a player's Market until it is sacrificed or destroyed.

Boost Cards are green. These cards grant positive effects. You can play a Boost Card in any player's Market. A Boost Card stays in a player's Market until it is sacrificed or destroyed.

Squash Cards are red. This is the only type of card that doesn't have to be played on your turn. Squash Cards can be played any time any other player plays a card. Any number of Squash Cards can be chained during a single turn, and they can only be used to Squash cards being played, not from their effect occurring.



CLARIFYING RULES

Cards in your Hand vs. Cards in your Market

No cards have any effect while they are in your hand. Their effects and value are only active when played either in a Market or in the discard pile.

Entering and Leaving your Market

Each time you play, STEAL, or bring a Product into your Market, it counts as “entering your Market.” Any time a Product is sacrificed, destroyed, or stolen, it counts as “leaving your Market.”

Mandatory vs. Optional Effects

Some effects are mandatory (ex. “DISCARD a card”), while others are optional (ex. “you may STEAL a Product”). If a card does not use the word “may,” you can assume it is mandatory.

If a card has an optional effect that states “if this card is in your Market at the beginning of your turn,” you may NOT use that effect if you forget to use it before you DRAW a card for your Draw Phase. If the effect is mandatory, you must still do it if you (or another player) notices that you did not use the effect.

Impossible Actions

Sometimes, the effect of a card in your Market or a card played by any other player may require you to perform an impossible action. If this situation occurs, disregard that action. Some impossible actions include:

- DISCARD when you have no cards in your hand
- SACRIFICE a card when you have no cards in your Market
- SACRIFICE a card that cannot be sacrificed

THE END OF THE GAME

The first person to successfully collect the required number of Products in their Market wins! Each Product Card counts for one Product (unless otherwise stated)

***2-6 Players: 7 Products to win**
7-8 Players: 6 Products to win

If the deck runs out of cards before any player reaches a winning number of Products in their Market, the player with the most Products wins.

If two or more players tie for the most Products in their Market, each tied player must add up the number of letters in the names of all the Product Cards in their Market. The player with the most letters wins.

If two or more players tie for the most Products and the most letters, everyone loses. Ouch.

TWO PLAYERS

If you are playing with 2 players, make the following modifications before you get started. Without them, the game may feel less balanced.

Remove these cards from the deck and place them in the game box. They will not be used in the 2-player version of the game.

- ALL Common Products
- King Trumpet Mushroom
- Bing Cherries
- Pure Raw Honey
- Exposed Inventory
- Rotating Stock
- Slow Day
- Loyalty Program
- Organic Produce Label