



2-5



30 min / player



14+

MALL-RATS



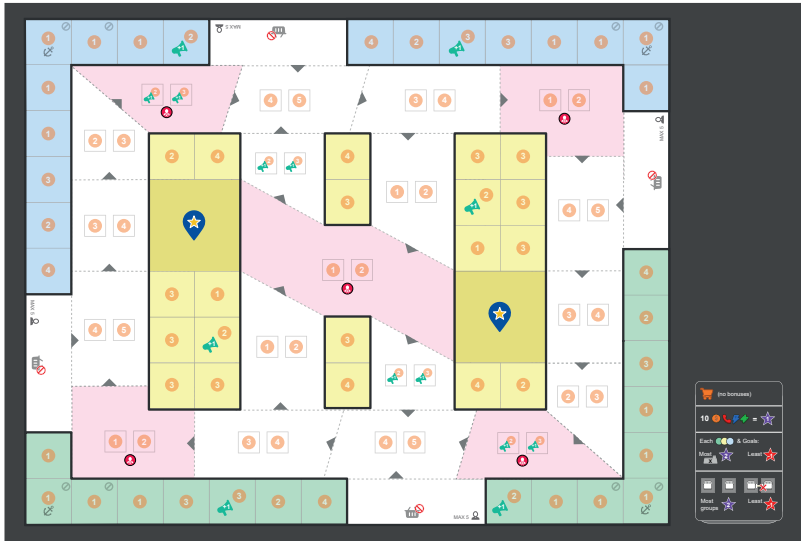
Danilo Valente
Rodrigo Rego

It's the 1980s. A new shopping mall just opened in your town, and everyone is flocking there to see all the new flashy novelties they are advertising.

You are an entrepreneur, opening stores and amenities in the mall that are conveniently placed to serve their target audiences, so you can gain money, reputation and, of course, victory points.

Guide the crowds through the alleys and make sure they reach your shops, anchors, kiosks, lounges to be the best salesperson in Mall Rats.

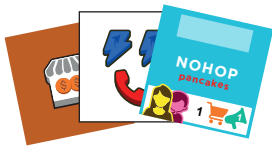
COMPONENTS



1 double-sided main board: here you'll place your stores and amenities and move the shoppers around.



1 Side board: to track your checkout, reputation and victory points.



25 initial tiles: (with a  symbol on their back)



48 store tiles: place them in the mall and guide the shoppers towards them.



24 anchor tiles: that come with powerful immediate effects.



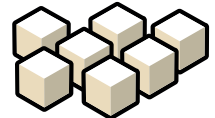
25 shoppers (5 of each):
Teens, adult women, children, adult men and elderly.



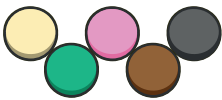
30 coins (15 \$5s, 15 \$1s):
you'll need money to build in the mall.



20 of each: telephones, energy, coupons: resources will give you flexibility and allow combos.



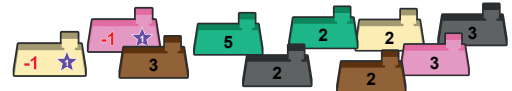
20 cubes: used to mark served shoppers.



15 discs (3 per player): to track VPs, checkout and reputation.



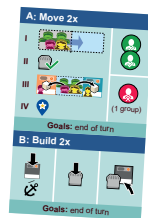
60 amenities (12 per player):
place them in the alleys to get resources.



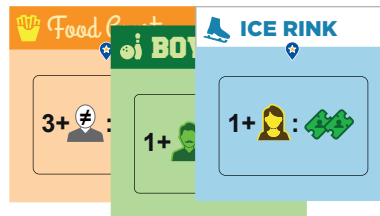
65 stores (13 per player): place them on your stores to mark your ownership. They have numbers from -1 to 5 (two 5s, three 3s, six 2s, two -1s)



25 goal cards: you'll use 4 per game.



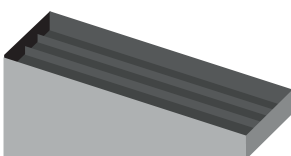
5 player aids:
one per player



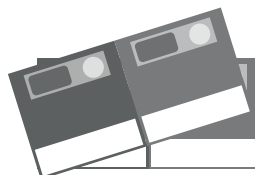
8 attraction tiles:
you'll use 2 per game



80 attraction cards:
10 for each attraction



1 3D escalator:
that's how shoppers arrive in the mall



4 blocking tiles:
Used only in 2 and 4 player games.



1st player marker

GOAL OF THE GAME

To score points, you'll need to place stores and guide the right shoppers there to get their rewards and advance on the checkout and reputation tracks. You'll also score by completing goals, attending attractions and competing for the end game points.

SETUP

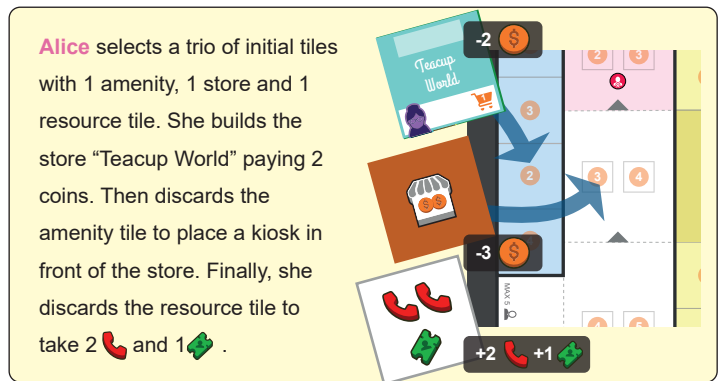
Place the main and side boards next to each other in the center of the table, and then follow the steps below (the example shows a 4-player setup):

- For 2-3 players, use the side of the board with the smaller mall. For 4-5 players, use the larger.
- For 2 and 4 players, take the 4 blocking tiles and place them in the mall. Each covers 2 store slots.
Position them in the slots with a symbol in the top right corner.
For 3 and 5 players, you won't need the blocking tiles.
- Place all store tiles in a face down pile and shuffle them. Draw 4 and place them in the indicated spots of the side board.
- Do the same for the anchor tiles.
- Place discs from each player in the starting spot of the reputation track () , checkout track () and point track () .
- Choose 2 attractions and place them on the locations with a . (In your first game, use the fountain and the arcade).
Separately shuffle their 10 cards and place each deck face down on top of its attraction.
- Randomly place 3 shoppers in each of the 4 entrances () .
- Place the escalator on the board, next to the mall. Then randomly add all other shoppers there, in 3 rows. The middle one will get 1 more shopper than the others.
- Separate the goal cards in 4 decks, according to their type (A to D).
Shuffle them and place one of each deck on the 4 spots below the side board, in any order.
- Shuffle the initial tiles and draw 9/12/15/18 for 2/3/4/5 players.
Join them in trios.
The other initial tiles won't be used in this game.
- Give each player:
- 10
- 1 player aid
- all store tokens and amenity tokens in their color.
- Each player leaves 1 of each of their amenities to their active side and the rest to their inactive (empty) side.
Also, position your store tokens so no other player can see the number below them.
- Leave the rest of the coins, resources and cubes nearby.
- The player who last had a meal at a food court starts and takes the 1st player token.
- For 2 player games, add the following steps:
15. Take an unused player color and separate the -1 store tokens.
16. Shuffle the rest, and, without seeing their numbers, place 2 on top of each blocking tile.
17. Place 2 more on the top spot of the 2 rightmost goal cards.

PREPARATION ROUND

Starting with the last player, and proceeding counter-clockwise until the first, each player selects a trio of initial tiles, from the ones previously set in the setup phase.

For each store you get, build them anywhere in the mall, paying for it. For each amenity, discard the tile and build it anywhere in the mall, also paying for it. For each resource tile you get, discard it and take the resources shown.



YOUR TURN

Mallrats is played in turns, following a clockwise order from the starting player. In your turn, you have 2 options:

A. Build 2x

B. Move 2x

C. Pass

A. Build 2x

Select 2 of the 3 actions (you may select the same one twice):



Build a store or an anchor

Place a store or anchor in front of you on any vacant slot on the board. Pay the price of the slot (anchors must pay for both slots).

! If you place it in a spot adjacent to a shopper that it targets, the shopper DOESN'T shop. Shoppers can only shop in stores when you do the **Move 2x** action.

! Spots marked with a are exclusive to anchors. But anchors can also be placed on any other spots.

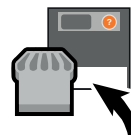
After that, select one of your numbered store tokens and place it on the store. The number must be facing down. Other players cannot see it, but you can take it up to see the number at any time.



Build an amenity

Place one of your active (face up) amenities on any vacant amenity slot on the board. Pay the value shown on the slot.

! If you place the amenity in a spot with shoppers, they DON'T activate it. Amenities are only activated when you do the **Move 2x** action.

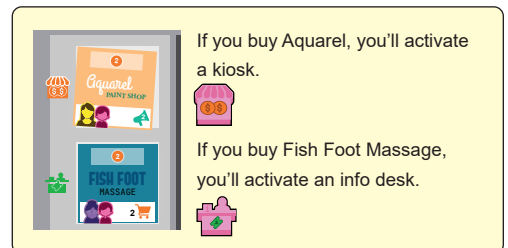


Reserve a store & amenity

Take a store from the side board, paying the price shown on top of the store.

After that, activate (flip it face up) the amenity shown next to the slot from where you took the store.

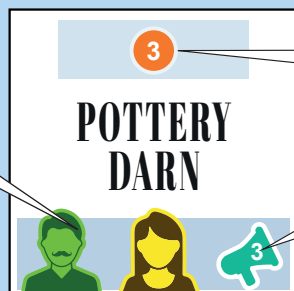
You don't activate amenities if you have none left from that type to activate.



After that, draw a new store from the store pile and place it on the vacated spot on the side board.

Anatomy of a store

Target shoppers needed to complete that store



Cost to take to your hand

Also the spot where you'll place your store token

Reward

Shows how much and in which track you'll advance if you complete it:

- Checkout
- Reputation
- Distribute among the 2 tracks as you like

B. Move 2x

Select 2 of the 3 actions (you may select the same one twice):



Add 3 shoppers to an entrance

Take 3 shoppers from the bottom of the escalators and place them in an entrance in the mall.

! You may place shoppers in different entrances and in entrances that already have other shoppers.

! You can take a shopper, then take the next one from the same escalator (since it now will be in the bottom).

! Shoppers on entrances cannot enter stores.



Exit a group of shoppers from the mall

Remove a whole group from an exit alley in the mall (marked with a  and pink background). Gain all bonuses visible in the escalators and then, place them at the end of the escalator, trying to even out the escalators as much as possible.

If **Alice** exits a group from the mall now, she'll gain 2  and 1 .



Move a group of shoppers

When you move a group of shoppers, follow these 4 steps in order:



Take a group from any alley or from an entrance and move them to the next alley, following the arrows on the board. A group can never go against the flow indicated by the arrows.

If there's another group on the next alley, they will join, but **only the shoppers of the original group will buy on stores and anchors and go to attractions.**



If there are amenities in the alley you moved to, the owner gets the resource shown. If it's your turn and you got resources from amenities, you can use them in the same turn.



If there's a store or anchor adjacent to the alley you moved to that targets one of the shoppers in the group, add a cube on top of that shopper's icon (even if it doesn't belong to you). If there's already a cube on that shopper, you cannot place another one.

! Remember, if 2 groups join, only the original one buy on stores or anchors.

! If a shopper can shop in more than one store, the current player chooses where they want that shopper to go.

When a store or anchor is complete (all shopper icons in it are covered by cubes), the owner immediately gets its reward (and in case of anchors, also its power).



If there are attractions adjacent to the alley you moved to, and if the group that moved meet the requirements of that attraction (shown on the back of the cards), take a card from the top of its deck. Keep it in your hand, hidden from other players.

Each attraction has a different set of 10 cards, that will contain extra goals, bonuses and powers, depending on the attraction.

Types of amenities



Information desks

Give you 1 coupon 
(more flexibility to complete stores)



Telephone booths

Give you 1 phone 
(call more people to the mall)



Lounges

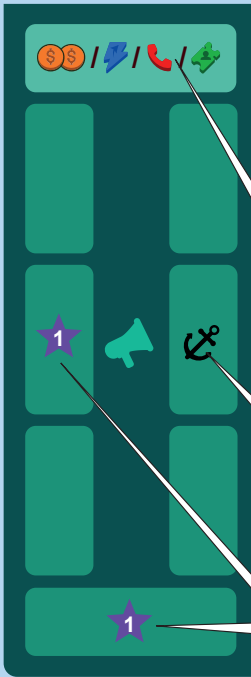
Give you 1 energy 
(move longer distances)



Kiosks

Give you 2 coins  (to build stores, anchors and amenities)

Reputation track



When you advance on this track, you gain immediate bonuses as soon as you step on a spot showing them.

The reputation track is circular, so you may gain its bonuses multiple times.

Choose one of the resources.
(at the start of the game, you place your disc here, but you gain no extra resources beyond the ones you begin with)

Take an anchor from the sidebar and place it in front of you. You don't need to pay.

Draw another anchor from the pile to replenish.

Gain 1 point.

⚓ Anchors

Anchors are large stores that are usually the main reason shoppers go to a mall. You can gain them for free by advancing on the reputation track.

You may place them with the action, paying the value of the 2 spots they occupy in the mall. You should also place one of your store tokens on it to mark its ownership.

They work the same as stores, but they give you an immediate effect when you complete them.

Spots marked with a are exclusive to anchors (but you can place them in other spots too).



Spot to place your store token.

Target

Reward

Instant effect you get every time you complete it (not when you build it)

THE RESOURCES

Besides coins, Mall Rats has 3 types of resources. You may use them at any time in your turn.



Telephone

Spend it to call people to the mall. Take any shopper from outside the mall (doesn't need to be on the bottom of the escalator) and place it in an entrance (even if it already has a group in it).

If you do it before moving, you can even move the shoppers you just placed.



Energy

Spend it to make a move with a group of shoppers. It doesn't need to be the same groups you'll do your main action with.

When shoppers move using , they rush by any amenities and stores. Amenities are not activated and no one shops in stores. You can join groups using .



Coupon

Spend it to attract a shopper from the group you just moved to an adjacent store or anchor that doesn't have that shopper as a target.

The shopper will replace one of the required ones, giving you more flexibility to complete stores.

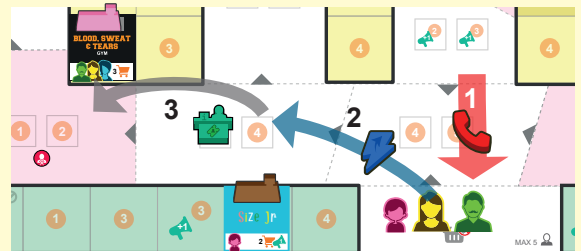


You can't use a to activate an attraction.



You can't use a to make a shopper that is not from the active group enter a store.

Example of a move using all resources:



- Before her move, Alice uses a to bring a to the southern entrance
- Then, she uses 1 to move that group. They pass through one amenity and one store, but don't activate them because she's using to move.
- Finally, she makes her first main movement, advancing that group once more.



- & place cubes on Blood, Sweat & Tears.
- She uses 1 to attract a to that store, instead of the , completing it.

GAME END

The game end triggers when someone reaches 9 / 10 / 11 / 12 points (for 5 / 4 / 3 / 2 players), or when someone builds their last store token. After that, the current round ends, and then players play one last round.

End game scoring:

Follow the steps to score end game points (shown also on the main board):

1. Reveal and score any attraction cards.
2. All players gain 💰 from their current position on the checkout 🛒 track
3. Gain 1 point per each 10 resources (including 💰 you just got)
4. Reveal the numbers of the store tokens on the board and on the goal cards.
5. For each of the 3 regions on the board (colored 🟢🟡🟠) and the goal cards:
 - I. **1 point** for each -1 store token you built
 - II. **2 points** for the players with the highest sum in each area, and also in the set of 4 goal cards.
 - III. **-1 point** for the players with the lowest sum in each area and in the goals.

❗ If 2 or more players tie for the highest sum, they all get 2 points. If there's also a tie for the lowest sum, also all tied players score -1 point. If all players are tied, no one scores.

❗ In a 2 player game, the neutral tokens in each region and the goals also compete for the highest sum. If they have the untied lower total, no one scores negative points. But if they have the untied highest, no one scores positive points.

6. For 2 and 3 players:

- I. **2 points** for the players with the largest set of adjacent alleys that have their amenities.
- II. **-1 point** for the players with the smallest set of adjacent alleys that have their amenities. Ties are resolved in the same way.

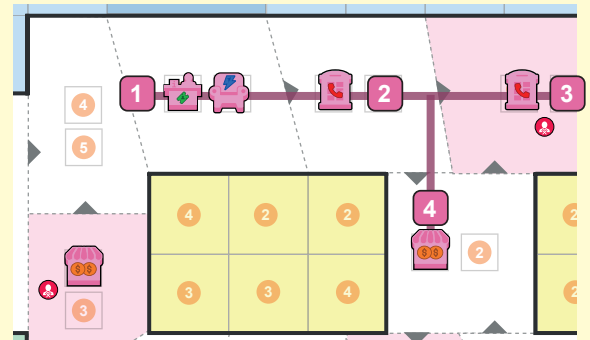
In a 2 player game, consider that the neutral player has 4 connected alleys when you're scoring.

7. For 4 and 5 players:

- I. **2 points** for the players with the most sets of alleys that have their amenities (at least one alley separating them)
- II. **-1 point** for the players with the least sets of alleys.

❗ If you have 2 amenities in the same alley, they count as one (it's the alleys that score, not the amenities)

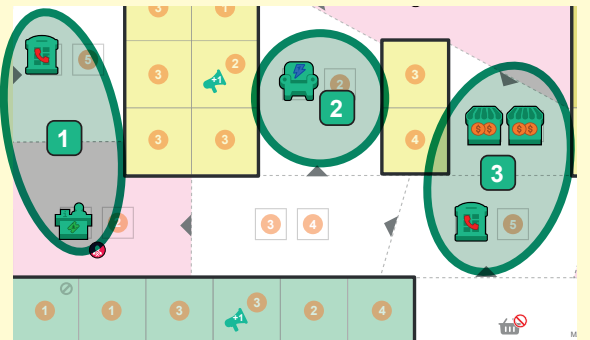
Counting amenities for 2 and 3 players:



Alice has 4 alleys with her amenities that are adjacent. One of them has 2 amenities, but still counts as one. And one of them is separated from the main group.

In a 2 player game, she would be tied with the neutral player.

Counting amenities for 4 and 5 players:



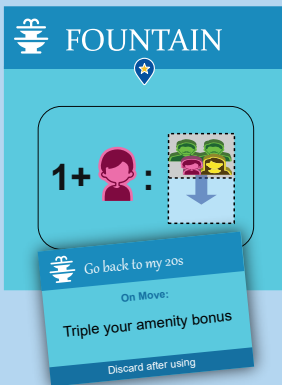
Carol has 3 separate groups of alleys with her amenities. The leftmost one has 2 alleys, the middle one has 1 alley, and the rightmost one has 2 alleys, one of them with 2 of her amenities.

Winning:

The player with most points is the winner. In case of a tie, the one with more resources left that were not scored wins. If the tie persists, the tied players share the victory.

Reference: Attractions

When you get an attraction card, keep it for yourself. Each attraction has different rules about how to reveal and what you must do to get their rewards.

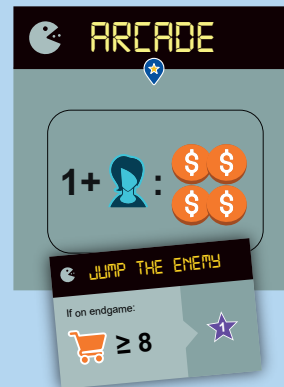


Fountain:

Activated by groups with

Each card is a wish. Reveal them when indicated to boost a move action.

No more cards: each activation grants you a movement (also activating amenities and stores).



Arcade:

Activated by groups with

Each card is an arcade game. If by game end you have achieved its condition (beating the arcade), gain the reward.

No more cards: each activation grants you 4 .



Food court:

Activated by groups with 3 or more different types of shoppers.

Each card is a meal. Reveal them when indicated to boost a build action.

No more cards: each activation allows you to build a store or anchor (paying for it).

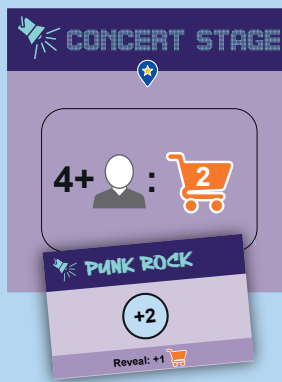


Bowling:

Activated by groups with

Each card has 3 pins. When you decide to reveal bowling cards, you must reveal them all to get the reward: 2 + points according to the number of unique pins hit.

No more cards: each activation gives you 2 .

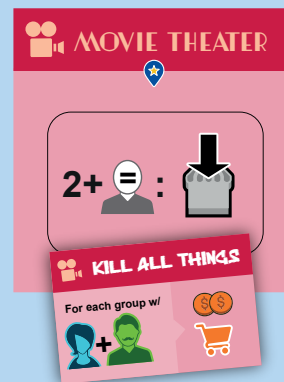


Concert stage:

Activated by groups with 4 or more shoppers.

Each card is a concert or event. They grant you extra strength in an area or on the goal cards for the end game scoring. You may reveal them during the game to also get +1 , or at the end with no extra reward.

No more cards: each activation gives you 2 .



Movie theater:

Activated by groups with 2 or more shoppers of the same type.

Each card is a movie. Reveal it whenever you want, to gain the reward indicated as many times as the number of groups that have both types of shoppers shown.

No more cards: each activation allows you to build an amenity (paying for it).

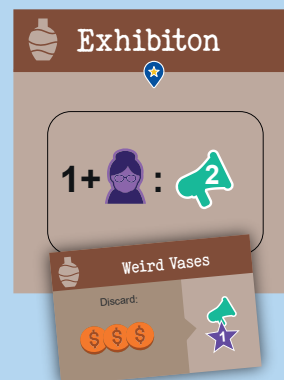


Ice rink:

Activated by groups with

Each card is an accident. Reveal it when you take the types of shoppers shown out of the mall (with one single action) to gain 1 and 1 point.

No more cards: each activation gives you 2 .



Exhibition:

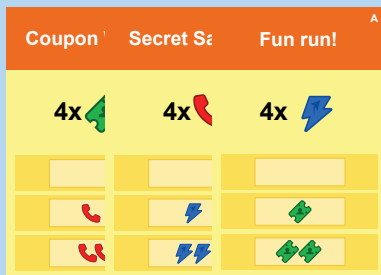
Activated by groups with

Each card is a donation you make to the exhibition. Reveal it and discard what's indicated to gain the reward.

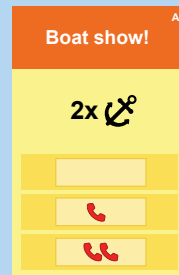
No more cards: each activation gives you 2 .

Reference: Goals

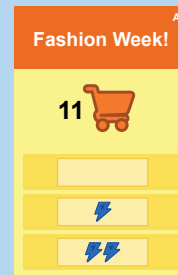
Type A:



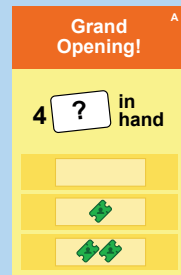
4 of the indicated resource (you don't need to spend them)



2 anchors placed on the mall

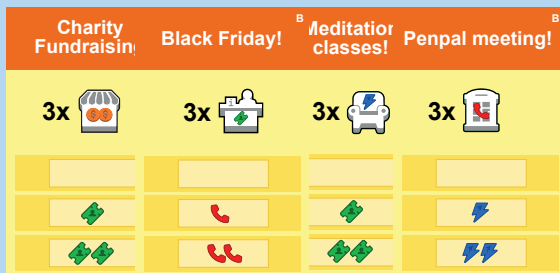


Reaching 11 on the checkout track

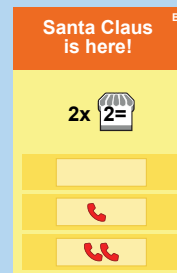


Having 4 unrevealed attraction cards in hand.

Type B:



3 of the indicated amenity placed on the mall

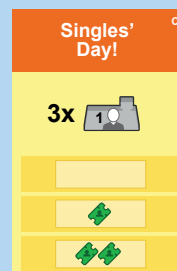


2 pairs of amenities of the same type

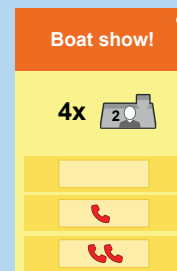
Type C:



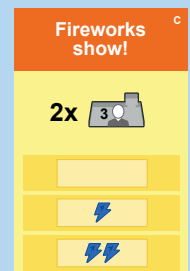
3 stores or anchors that appeal to the indicated type of shopper



3 stores or anchors that appeal to only 1 shopper

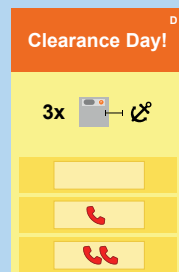


4 stores or anchors that appeal to only 2 shoppers

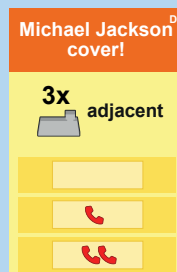


2 stores or anchors that appeal to 3 shoppers

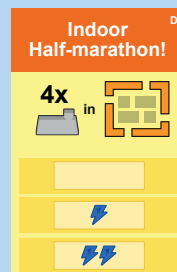
Type D:



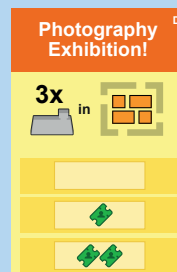
3 stores that are adjacent to anchors (from any player)



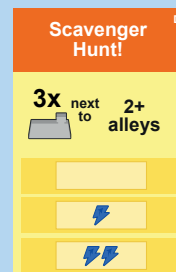
3 stores or anchors that are adjacent to each other



4 stores or anchors on the outer areas of the mall



3 stores or anchors on the inner area of the mall



3 stores or anchors that can be reached by 2 alleys



3 stores or anchors next to an exit alley