

Gray Matter... Matters!

We are proud to support brain health by donating a meaningful portion of profits to Alzheimer's research.

GAME GUIDE AND YEAR ROUND SPECIALS

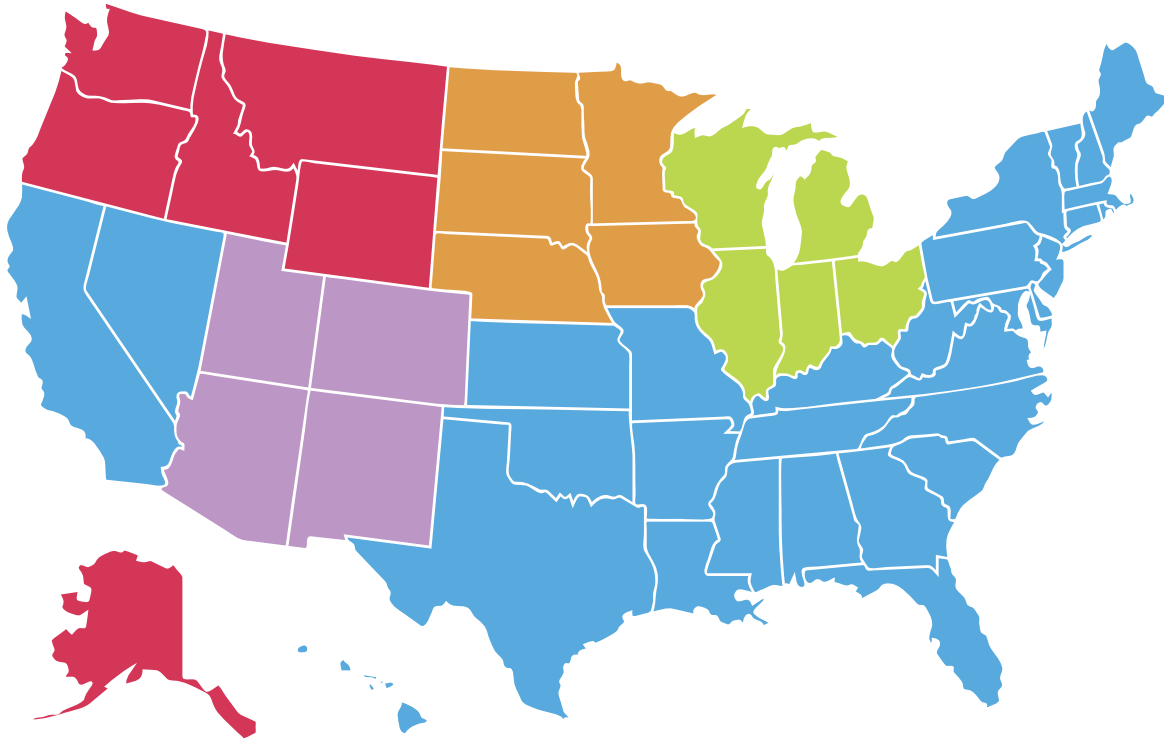
GAME	CATEGORY	AGES	WHOLESALE	MSRP	AWARD-WINNING	BEST-SELLING	NEW
The Donut Challenge	Family Party	8+	\$12.50	\$24.99			X
Slip It In	Adult Party	17+	\$10.00	\$19.99			X
Root Beer Float Challenge	Family Party	8+	\$12.50	\$24.99	X	X	
Wrong Answers Only	Adult Party	14+	\$12.50	\$24.99			X
The Game of Wolf	Trivia	14+	\$12.50	\$24.99	X	X	
Wolf Expansion Pack	Trivia	14+	\$6.00	\$11.99	X	X	
Word Wipeout	Family Party	8+	\$12.50	\$24.99	X		
You Bet-Cha	Trivia	14+	\$15.00	\$29.99			
Office Decathlon	Team Building	14+	\$15.00	\$29.99			
Ridiculous Expositions	Adult Party	17+	\$12.50	\$24.99		X	

YEAR-ROUND SPECIALS

- \$300 FREE FREIGHT ALLOWANCE (OTHERWISE 10% FREIGHT CAP)
- FREE DEMO AND DEMO CARD PACK ON FIRST ORDER OF ANY GAME
- FREE MEDIA KIT
- FREE STAFF TRAINING

RETAILER RESOURCES

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Email: info@kinfetti.com

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BGN

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Erin Griffin Group

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Email: erin@eringriffingroup.com

Diverse Marketing

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Email: contact@diversemail.com

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RETAILER RESOURCES PAGE

Go to our retailer resources page to find videos, images and copy to promote the games and add them to your website.

[GRAYMATTERSGAMES.COM/
RETAILER-RESOURCES](http://GRAYMATTERSGAMES.COM/RETAILER-RESOURCES)

THE DONUT CHALLENGE

Go nuts for donuts in this fun family party game!

You'll compete in over 100 solo, co-op, and head-to-head physical challenges! Complete the challenge successfully and get an Ingredient card. Fail and go down in a Glaze of glory. **Donut give up and collect all four ingredient cards to be crowned the Donut Challenge Champion!**

WATCH THE VIDEO:



INGREDIENTS



DONUT

INGREDIENTS



DONUT BALL

INGREDIENTS

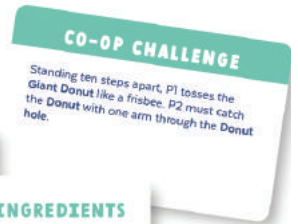


GIANT DONUT

INGREDIENTS



COFFEE CUP



SELLING POINTS:

- ▶ Unique packaging in the shape of the Donut Shop Box.
- ▶ Fun for both kids and adults to play.
- ▶ Capitalizes on viral "Challenge" theme popular on social media.
- ▶ Timeless game play.

HOW TO PLAY:

1. Draw a card to determine the type of challenge: Solo, Head-to-Head or Cooperative.
2. Complete the challenge to collect an ingredient card.
3. Collect all four ingredient cards to win.



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UPC #: 865534000496

MSRP: \$24.99

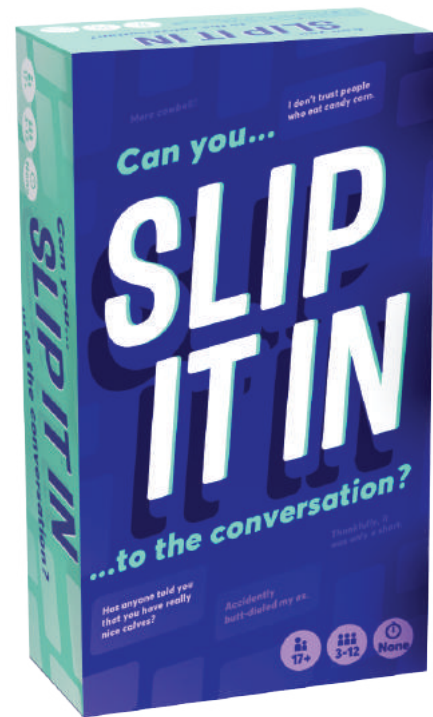
WHOLESALE: \$12.50

CASE PACK QUANTITY: 6

PACKAGE DIMENSIONS: 10"H x 8.5"W x 6"D



SLIP IT IN



Get everyone talking in this party game that transforms boring chitchat into hilarious quests to insert random phrases into your conversations.

Can you sneak 'slippery when wet' into a weather discussion or work 'deep fried Twinkie' into a restaurant order without getting busted? Slip It In and find out in this game **perfect for nights out with friends, dinner parties and game nights!**

WATCH THE VIDEO:



SELLING POINTS:

- ▶ More than just a game, it's a social experience that can be played anytime, anywhere.
- ▶ Perfect for nights out with friends, dinner parties and game nights.
- ▶ Encourages conversation and sparks laughter with large groups.

HOW TO PLAY:

1. Each player starts the game with 5 slips of random phrases.
2. Players must try to slip their phrases into natural conversation without getting busted.
3. The first player to successfully "Slip It In" five times wins the game!



UPC #: 198168703250
MSRP: \$19.99
WHOLESALE: \$10.00
CASE PACK QUANTITY: 6
PACKAGE DIMENSIONS: 8.75"H x 5.25"W x 2.25"D



THE Root BEER FLOAT Challenge

The Root Beer Float Challenge is a get-off-your-couch family party game!

Players take turns competing in various Solo, Cooperative, and Head-to-Head challenges. Complete the challenge successfully and get an Ingredient card, blow it and end up empty handed. The first player to build their Root Beer Float is crowned the Root Beer Float Challenge Champion!

WATCH THE VIDEO:



SELLING POINTS:

- ▶ Unique tin packaging in the shape of a Root Beer Can.
- ▶ Fun for both kids and adults to play
- ▶ Capitalizes on viral "Challenge" theme popular on social media.
- ▶ Timeless game play.

HOW TO PLAY:

1. Roll the die to determine the type of challenge: Solo, Head-to-Head or Cooperative.
2. Complete the challenge to collect an ingredient card.
3. Collect all four ingredient cards to win.



UPC #: 852898008015

MSRP: \$24.99

WHOLESALE: \$12.50

CASE PACK QUANTITY: 6

PACKAGE DIMENSIONS: 8.75"H x 4.25"D

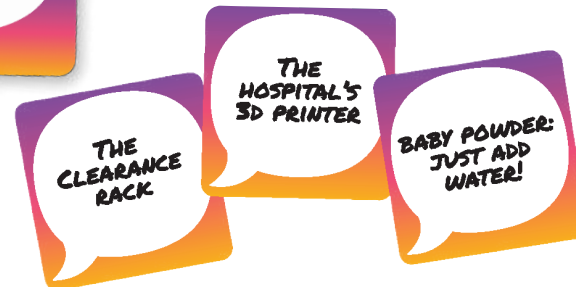
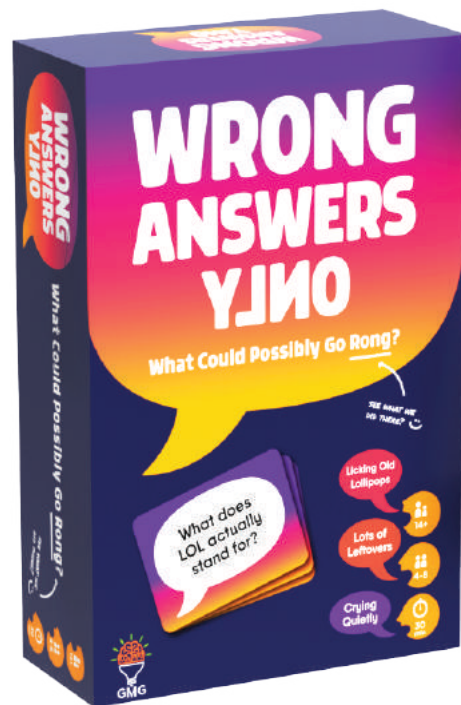


WRONG ANSWERS ONLY

Lots of Leftovers? Licking Old Lollipops? These are answers that will make you LOL in the hilarious game of Wrong Answers Only!

In the game, players write clever wrong answers to everyday topics while the other players try to match them with their clever answers. **This game is so wrong, it just feels right!**

WATCH THE VIDEO:



SELLING POINTS:

- ▶ Based on popular social media trend across all platforms since 2017. #wronganswersonly has 500 million views on Tik Tok.
- ▶ Approachable and fun for large groups - learn to play in under 5 minutes.

HOW TO PLAY:

1. Choose a question card.
2. Each player writes a clever wrong answer to the question.
3. Score points by correctly guessing who wrote which wrong answer.



UPC #: 865534000489

MSRP: \$24.99

WHOLESALE: \$12.50

CASE PACK QUANTITY: 6

PACKAGE DIMENSIONS: 10"H x 6"W x 2.5"D



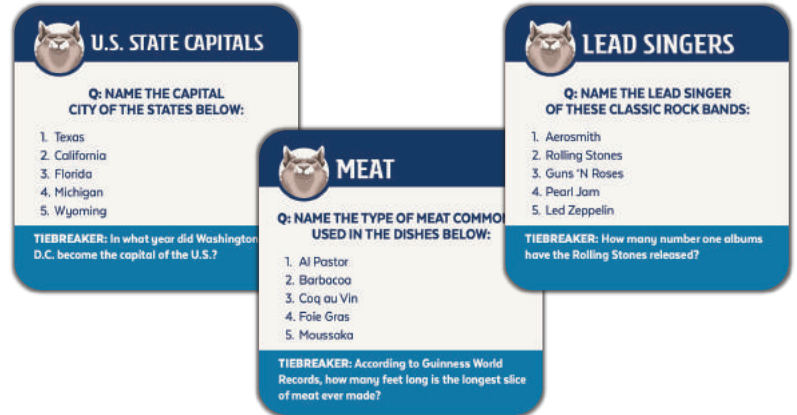
THE GAME OF WOLF

Which is stronger? The Lone Wolf or the Pack? Find out in this strategic trivia game where friend quickly becomes foe!

As the Wolf, pick your pack members based on their knowledge of the subject or go Lone Wolf for a chance at double the points! The Pack or Lone Wolf that answers the most correct of the five questions wins the points for that round!



WATCH THE VIDEO:



SELLING POINTS:

- ▶ Highly strategic and collaborative trivia game.
- ▶ Intriguing subjects spanning all genres keep players on an even playing field.
- ▶ Approachable and fun for large groups – learn to play in under five minutes.

HOW TO PLAY:

1. Each round there is a Wolf who is assigned a trivia category.
2. The Wolf then chooses a pack member or to play as Lone Wolf for double the points.
3. The teams then answer five questions to the category - most correct wins points for the round.



UPC #: 865534000434
 MSRP: \$24.99
 WHOLESALE: \$12.50
 CASE PACK QUANTITY: 6
 PACKAGE DIMENSIONS: 10"H x 6"W x 2.5"D



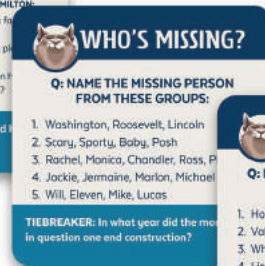
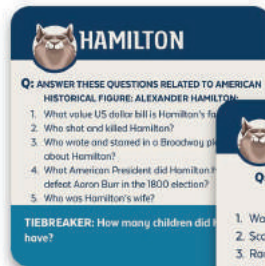
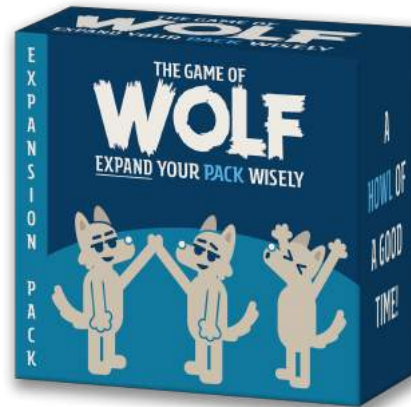
THE GAME OF WOLF

EXPAND YOUR PACK WISELY

Which is stronger? The Lone Wolf or the Pack? Find out in this strategic trivia game where friend quickly becomes foe!

As the Wolf, pick your pack members based on their knowledge of the subject or go Lone Wolf for a chance at double the points! The Pack or Lone Wolf that answers the most correct of the five questions wins the points for that round!

WATCH THE VIDEO:



SELLING POINTS:

- ▶ First expansion pack for our award-winning and best-selling game.
- ▶ 125 fun new categories like Hamilton, Alcoholic Country Songs and Faster than Usain Bolt

HOW TO PLAY:

1. Each round there is a Wolf who is assigned a trivia category.
2. The Wolf then chooses a pack member or to play as Lone Wolf for double the points.
3. The teams then answer five questions to the category - most correct wins points for the round.



UPC #: 865534000465

MSRP: \$11.99

WHOLESALE: \$6.00

CASE PACK QUANTITY: 6

PACKAGE DIMENSIONS: 3.5"H x 3.5"W x 1.5"D

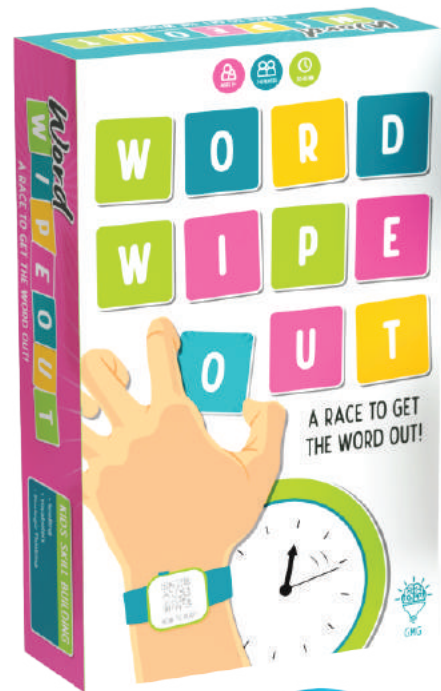


Word WIPEOUT

Word Wipeout is the fast-paced word game that's sure to elevate your next family game night!

Race to collect the most letters by spelling a word related to the category. The rounds get progressively more challenging as fewer letters remain. Pick from 200 beginner or advanced categories in a race to get the word out!

WATCH THE VIDEO:



SELLING POINTS:

- ▶ Fun, fast-paced word game with unique mechanics.
- ▶ Approachable and easy to learn for large groups.
- ▶ Exciting categories across pop culture, history, sports and more.
- ▶ Kid's educational benefits include vocabulary, spelling and strategic thinking.

HOW TO PLAY:

1. Choose a category card and slap the timer.
2. Players now have 25 seconds to say an answer to the category and pick up the corresponding letter tiles to spell it.
3. The round gets more challenging as fewer letters remain.
4. Win by collecting the most tiles over six rounds.



UPC #: 865534000472

MSRP: \$24.99

WHOLESALE: \$12.50

CASE PACK QUANTITY: 6

PACKAGE DIMENSIONS: 9.5"H x 6"W x 2.25"D



YOU BET-CHA!

You Bet-Cha! combines poker & trivia into one fun game night!

Lively categories will have you competing to name everything from Hotels on the Las Vegas Strip to actors that have played Batman. Can you outsmart or bluff your way to build the biggest chip stack? **Find out in YouBet-Cha!, the perfect game for tabletop lovers, trivia enthusiasts and high rollers!**

WATCH THE VIDEO:



SELLING POINTS:

- ▶ Adds a betting strategy element to trivia, keeping players on a level playing field.
- ▶ Approachable and fun for large groups - learn to play in less than 5 minutes.
- ▶ A race against the clock element makes for an exciting and fast-paced game play.

HOW TO PLAY:

1. Choose a category card and ante up.
2. Players have one minute to write down as many answers to the category as they can.
3. Players then bet (or bluff) that they have the most correct answers to win the pot.
4. Biggest chip stack after seven rounds wins!



UPC #: 865534000403

MSRP: \$29.99

WHOLESALE: \$15.00

CASE PACK QUANTITY: 6

PACKAGE DIMENSIONS: 9.5"H x 7.8"W x 2.8"D



Office Decathlon

It's time to **PLAY** outside the box with Office Decathlon - a series of Olympic-inspired physical and mental challenges where you can show the office who's boss!

Choose from events like Office Chair Bobsled, Coffee Cup Relay or Pencil Javelin for team building, icebreakers and pure enjoyment!



WATCH THE VIDEO:



Rubber Band Shootout

1. Set up three pieces of folded paper as targets at the end of a table.
2. Set up a pile of rubber bands 10 feet from the targets.
3. Players must knock over the three targets by shooting rubber bands at them.
4. Fastest time to knock down all three wins.

timed

The Floor is Lava

1. Mark a finish line on the floor with tape.
2. Players start 20 feet away from the finish line.
3. Say "Go!" and start the timer.
4. Using 10 pieces of paper as stepping stones, each player must get across the finish line without touching the floor.
5. Fastest time wins.

timed

Pencil Javelin

1. Set up a waste basket 10 feet from the starting line.
2. Players stand at the starting line and have 10 attempts to throw a pencil "javelin style" into the waste basket.
3. Player with most successful throws is the winner.

none

SUPPLIES:

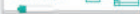


Coffee Mug Bowling

1. Fold ten sheets of paper into quarters to create ten bowling pins.
2. Set up pins at the end of a table.
3. Players each get two attempts to slide a coffee mug the length of a table and knock down the paper pins. (Reset the pins after each player on your team.)
4. Most pins knocked down wins. Add the scores of each player to determine team score.

none

SUPPLIES:



SELLING POINTS:

- ▶ A fun and innovative approach to team building, ice breaking and morale boosting!
- ▶ Social media relevant - everyone will want to share pics of their co-workers playing Office Chair Bobsled!

HOW TO PLAY:

1. Choose from 120 different events to compete in 2 Teams.
2. Take turns completing 10 events, scoring along the way.
3. Awards Ceremony - Drape the winners in gold, silver, and bronze medals.



UPC #: 865534000441

MSRP: \$29.99

WHOLESALE: \$15.00

CASE PACK QUANTITY: 6

PACKAGE DIMENSIONS: 9.9"H x 7.4"W x 2.9"D



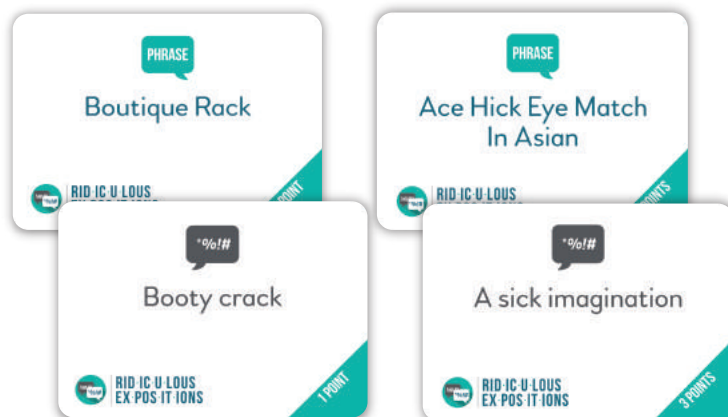
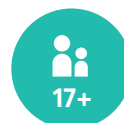
The Game of

RID·IC·U·LOUS EX·POS·IT·IONS

Ridiculous Expositions is the word game that seems innocent, sounds indecent and sure is good for hours of naughty laughs.

Two teams compete to discover which saucy expressions lie beneath the surface phrases. Each round, there's a Swinger. This smooth lady or gent gets the chance to take one (or a few) for their team by stealing any unsolved cards during the round. Whoever's got the biggest stack at the end of five rounds wins the game.

WATCH THE VIDEO:



SELLING POINTS:

- ▶ A game night gem of naughty laughs with adult friends.
- ▶ Combination of word puzzles with phonetic phrasing with salaciously fun results.
- ▶ The Swinger adds another layer to the competition and helps set the mood.

HOW TO PLAY:

1. Break into two teams.
2. Each team attempts to solve as many cards as possible in 90 seconds.
3. "The Swinger" from the opposing team can steal any cards your team was unable to guess.
4. After five rounds of play teams add up their points to determine the winner.



UPC #: 865534000410

MSRP: \$24.99

WHOLESALE: \$12.50

CASE PACK QUANTITY: 6

PACKAGE DIMENSIONS: 9"H x 3.25"W x 2.75"D



MEET THE TEAM



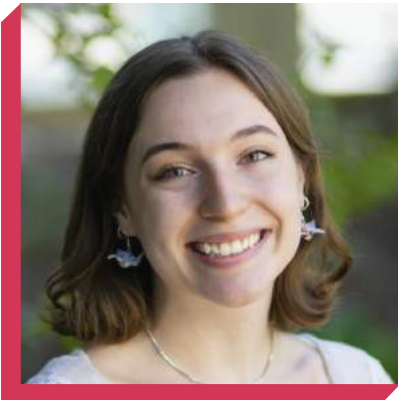
JOE BARRON

Co-Founder and Head of Game Design



LAUREN BARRON

Co-Founder and Head of Finance



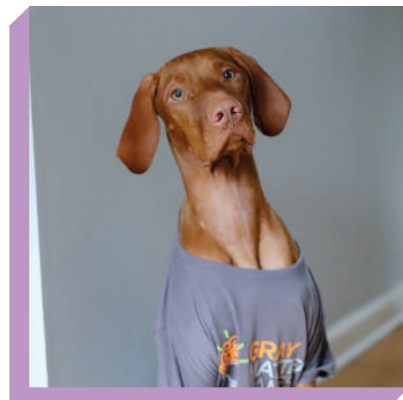
SOPHIA RICCIARDI

Lead Graphic Designer



GIPPER

Chief Security Officer



RUDY

Chief Fun Officer

GIVING BACK

GRAY MATTERS AND ALZHEIMERS



Through its games, Gray Matters promotes community, encourages fun, and gives back to Alzheimer's research.

Joe and Lauren believe that business should be a force for good. Over the years, they have witnessed family members bravely fight for quality of life when diagnosed with memory-based diseases. Because of this, Gray Matters Games donates a meaningful portion of its profits to Alzheimer's research.

With your support, Gray Matters Games has raised over \$8,000 to help find a cure for Alzheimer's.

GIVE EM JOY

A four-year-old girl is on a mission to bring smiles to underserved children in Chicagoland by helping them celebrate their birthday in a big way. Emery, with assistance from her three-year-old sister Oliva, launched "Give Em Joy" which sends games and birthday cards to kids that need some extra cheer.



OUR STORY

ESTABLISHED IN 2016,

Gray Matters Games is a family owned business that designs and publishes lively games for people with active minds. The company all started on a family road trip through the Arizona desert when Joe entertained a car full of passengers with a game that became the concept for You Bet-Cha!

Joe and Lauren believe that business should be a force for good and wanted to connect the company's devotion to supporting brain health. Because of this, Gray Matters Games donates a meaningful portion of its profits to Alzheimer's research.

GAME ON!

JOE, LAUREN, EMERY, OLIVIA,
GIPPER & RUDY

GRAY MATTER...MATTERS!

We are proud to support brain health by donating a meaningful portion of profits to Alzheimer's research.

GMG ON 



WATCH THE VIDEO:



GIPPER,
Chief Security Officer

RUDY,
Chief Fun Officer



CONTACT JOE FOR EVERYTHING GRAY MATTERS GAMES

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