



HEINZ® Ketchup Dice Game Rules

For 2 or more Players, Ages 8 & Up, 20 Minutes

Contents: 5 Dice, Score Pad, Pencil

Set Up

- Open the HEINZ ketchup bottle. The bottom of the bottle will act as a dice cup.
- Take a sheet from the score pad and write in all of the players' names or initials.
- Select someone to be the scorekeeper.
- Put the 5 dice in the dice cup and get ready to roll!
- The player who most recently had HEINZ ketchup goes first.

How to Play

- Take turns, going clockwise. On your turn, roll all of the dice.

- If you roll any HEINZ ketchup labels, count them. You may write them on the score sheet and end your turn **OR** you may re-roll all 5 dice again to try and get more ketchup labels for a higher score.

- You may roll all 5 dice together for a total of **three** times on each turn. As long as you get at least one HEINZ ketchup label each time, your points are safe.

- If you roll and don't get any HEINZ ketchup labels, you **BUST**, and none of the ketchup labels you rolled previously during this turn can be scored. At this point, your turn ends.

- But wait! Even if you didn't roll any HEINZ ketchup labels, but you did roll at least one **HEINZ 57 logo**, you don't bust! You may opt to either score your already rolled ketchup labels for this turn and stop **OR** keep rolling.

- The HEINZ 57 logos do not count towards your score, but they do allow you to roll again.

- An even more delicious ketchup factor is the elusive and game-changing HEINZ ketchup **bottle**, which equals 5 points.

- There's also the 5-Label **Bonus**. If you roll 5 HEINZ ketchup labels (not the HEINZ 57 logo or the HEINZ ketchup bottle) **add** 10 points to your score!

- But beware, there's a 5-Label **Penalty** as well. If you roll 5 HEINZ mustard labels or 5 HEINZ sweet relish labels, **deduct** 10 points from your score.

- Once your turn is over, the scorekeeper will tally your score and play continues clockwise.

Winning

- If you're the first to score **exactly** 57 points, stop!

- If you score more than 57 points you **BUST!** You're out.

- If you get close to 57 and you're afraid of busting on your next roll, stop there, announce your score and say, "Try and ketchup!"

- Everyone else continues playing to try and "ketchup" by either tying or surpassing the highest score, without going over 57. **Note: The "three roll max" per turn rule still applies.*

- If you score 57 or closer to 57 than anyone else (without going over) hot dog! You win!

**Tiebreaker Rule: In the event of a tie, the involved players roll all 5 dice one more time. The player who has the most HEINZ ketchup labels, wins!*

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