Foodfight! CYOA (Jumpchain-compliant!)\

Welcome to Marketropolis Market! Nothing much happens here after dark, or so Leonard, the manager, says. He couldn't be more wrong. In this city of product placement, supermarket product mascots known as Ikes (derived from their being “icons” of their products) live, play, and breathe free! Not all is well, however, for an evil line of products known as Brand X has arrived in an attempt at a hostile takeover! Their plan? To replace the freedom and variety of all Ikes with their own uniformity and cold corporate efficiency.

This is where you'll be spending the nest ten years, so make sure you keep your wits about you, and take this – you'll need it.

+1000 Coupon Points

With that out of the way, there's just one more thing...

A few ground rules.

1. Try all you want – the Ikes won't die unless you both get their products discontinued or recalled and then slay the Ike themselves.
2. Try to stay sane. Stay positive, keep your chin up, and treat people like people! Yes, Ikes count as people.
3. For the duration of your stay here, you'll be confined to the two versions of Marketropolis Market – the supermarket shelves during the day and the grand city at night.

Section 1: Identity

Your gender stays as it was, and your age is determined by your Background, but you can pay 50 CP to choose both freely.

Drop-In – No new memories, no new obligations – you just sort of showed up, and nobody knows where from or why. Your unique nature as an extra-dimensional entity has granted you a sort of clarity that others here seem to lack. Roll 1d8+10 for age.

Ike – Like any other Ike, your existence is representative of a common mundane grocery store product. Think things like breakfast cereals, ice creams, potato chips, cleaning supplies, pet food, fruit, that sort of thing. This product is both your lifeblood and your window to the world – and without it, you will become no more. (You fail the Jump if your product is discontinued within the ten years – and to keep the product good and buyable, you need to stay in good shape and avoid the machinations of Brand X.) Roll 1d8 to see how many years your product has been in this store.

Brand X – Look at those Ikes. Chaotic. Disorganized. And so utterly contemptible in their outlooks, their movements, their *everything!* There's a reason for Brand X. The X is for X-ing out, negating, *ending.* That's what you're here for – to end this era of Ikes being all special and disgustingly annoying. (To succeed the Jump, Brand X products must replace all brands in Marketropolis Market by the end of the ten years. Sound easy enough? It might not be, if corporate politics are anything to go by.) You just arrived in-store a week ago, but you have 1d8 years' worth of Brand X indoctrination and training.

Section 2: Skills and Abilities

Discounted skills are 50% off for the specified Background, and Free ones are free for the specified Background (which means you can just take them without paying, but you don't have to.)

Is This Fountain Rules? [Free for the Jump's duration, 50 CP to keep] – You can move semi-freely between the “day” and “night” variants of Marketropolis Market – visit the Copa Banana at 8:00 PM, then run down actual aisles and sneak a ride on a shopping cart at 8:00 AM. You can't leave the store while you're here, but it's not like you're limited to being a self-aware bag of chips during the day. If kept, this will allow you to visit a similar “night side” of any supermarket or general store you visit in other worlds, allowing you to speak with the Ikes of the products you encounter – if they have any. Only after dark, of course. This might mean barren ghost towns in worlds where products don't have brands or mascots for Ikes to be.

Perhaps You'd Like To Do Something Funny With It? [50 CP] – Well, this is supposed to be a comedy. With enough heckling on your part, you might find folks' senses of humor, and their actual ability to tell jokes, improving by leaps and bounds – specifically to spite you and “prove” you “wrong.” Little did they know that that was your plan, hm?

Am I Dead Yet? [100 CP, free Drop-In] – Well, not yet. However, you seem to have a decent grasp of your mental state and remaining patience at all times. You're not likely to find yourself flying into an unexpected blind rage and then not remembering it once you wake up. If anything, your rage will be entirely expected, and you'll know down to the hour just when you'll be *done* with whatever it is that's going on.

It Sure Does A Body Good [100 CP, free Ike] – As an Ike, you are the soul of your product. Naturally,

there are some products that just... well, that just go together! Milk and cereal, eggs and bacon, peanut butter and jelly, bleach and detergent, that sort of thing. What this means for you is that you get minor extra benefits from any product you use that is complimentary to yours. A detergent Ike using bleach will find it whitens clothes just a bit better. A cereal Ike will find milk tasting better, and with slightly more Vitamin D. A ketchup Ike will enjoy french fries and hot dogs more – and they'll have a bit less fat and cholesterol, too.

It's Simple And Plain [100 CP, free Brand X] – Keep it simple, stupid. That's one maxim you've often uttered in your time here. And really, who are they to argue? You find yourself nearly immune to derision for acting, dressing, and eating in the simplest, plainest ways possible, even if this is totally to disguise your being an evil mastermind. You also have little trouble putting concepts into the simplest words possible, while still not losing much information.

That Just Sort Of Happened To Me [300 CP, discount Drop-In] – So long as you are not an active participant in a sanity-scarring event, it will, quite frankly, have a noticeably lessened effect on you. Because honestly that just sort of happened in front of you. And maybe it was even a little cool. At least that's what the parakeet told you.

You Could Give Her A Cracker Jack Ring And She'd Say Yes! [300 CP, discount Ike] – Wow. People seem to assume a lot about you. Maybe it's due to the image or type of product you represent, or maybe it's just because of how you look - but whether your reputation is for kindness or for cruelty, folks have a lot of preconceived notions about your behavioral patterns. As you can imagine, this can make it *very* easy to catch them off-guard when you *don't* act like they think you will. Darken the mood by cutting your enemy down when you could have spared them, or reach out to a heart by showing them a rare mercy – whichever feels right.

But Enough About Me, Let's Kill You [300 CP, discount Brand X] – Sure, that right there is a particularly scrumptious specimen of physical attractiveness – but they're still your enemy, which means they have to go! Anyone hoping to use sultry poses or a winning smile to make you hesitate in a fight against them will find their tactics a waste of time – because they are the enemy, and the enemy must die.

It's Called Evil Poison Bites Death [600 CP, discount Drop-In] – Not everyone here is entirely sane, and not everyone can spot those people. You, however, can, and more importantly, you can help others wise up! When you throw out a bit of common sense concerning a "seemingly innocuous" business, person, or event that is Most Definitely Actually Evil, even the densest fools will at least lend you an ear – and anyone with half a brain more than that will be more than willing to lend you a hand, should you seek to root out this evil. Never again will everyone but you be fooled by Louis or Lucy Cipher.

The Secret's Inside [600 CP, discount Ike] – And so is the strength to win the day. The more is at stake, the harder you can fight for the sake of what you believe in! A one-on-one match over an ice cream cone gets no benefit, but a one-on-one combat by champion to decide an entire war, or the fate of a world? There's no way you're going down quickly. Also, for some reason, you've got a great throwing arm when it comes to food items.

Your C-C-Customers Won't Know How They LIVED Without Brand X! [600 CP, discount Brand X] – It doesn't quite make sense, but since even if you look like a mad scientist being piloted by a blind Liliputian, people will still buy them – consumables you create are almost memetic in their popularity. Whether it be from an addictive property, or from sheer reliability, should you wish to distribute your edible creations, they will spread. First the store, then the city, then the country – then the world. I dare

say you might sell more of whatever your product is than a certain clown has ever sold hamburgers – and the numbers will just keep growing.

Section 3: Items, Gear, Companions, And Miscellany

Discounts are, again, 50% off for the selected origin.

A Perfectly Good Bag Of Chips [Free and Exclusive to Ike] – Well, it might not be a bag of chips, but it's certainly your product. Specifically, it's a brand of common supermarket product that you embody. So long as this product sells well and is made well, you will feel happier and healthier – and so long as you keep yourself happy and healthy, your product will be of good quality. This product might as well be your soul, as connected to you as it is. Or perhaps you're the soul of the product? For 100 CP more, you may come to represent a grocery brand you have encountered in the past – from a soda named for insectoid aliens to a nuclear-themed cereal or a lemon-flavored drink with absurd amounts of Vitamin C. In either case, it will go where you go – your likeness will adorn it on the shelves of every supermarket from wastelands to wonderlands.

Elixir [Free and Exclusive to Brand X] – Here it is. In place of wholesome production methods, the chemical that makes Brand X products so... *enticing.* Just take the bottle and pour out a few drops. The bottle itself refills every week. With it, laundry detergent cleans better, food tastes better, air freshener smells better, and such enhancements will take to anything one could find at a supermarket – but at a cost. These products become corrupted, twisted, *evil,* and it shows – the products, while effective, become boring and same-y, lacking uniqueness and style. Sweets taste generically of sugar, juices hold a tantalizing but homogenous “fruit” flavor, and chips (while still flavorful) are often just a bit lacking in crunch or texture, too perfectly shaped. Those who come in contact with it via ingestion or absorption through the skin find their natures corroded and warped – while perhaps not *necessarily* towards evil, addicted or impulsive behavior begins to show. For 100 CP more, the effects grow stronger, in a way – the products affected become empty, lacking nutrition and caloric value. Over-consumption of this variant often makes a person feel empty, driving them to consume more and more

and amplifying their worst traits. Feel free to laugh diabolically.

Riffing Team [Free and Exclusive to Drop-In] – You're gonna need some friends if you want to make it through this farce. Luckily, this disembodied team of experienced critics can provide. Their helpful voices will jab at, make fun of, and generally deconstruct all the maddening events that take place around you. For just 100 CP more, the wit and delivery of their snark improves, becoming on par with the best YouTube reviews you've ever seen. If you're going to be stuck here, you might as well laugh about it.

Different But All The Same [100 CP] – You may import up to eight of your Companions to this world, granting them the same background as yourself and any freebies associated with it. Are you sure you want to put them through this?

We Like Ikes [100 CP] – Well, now! I see you've got a grocery product of some sort with you. One of your favorite brands. Whether it be a post-apocalyptic soda pop or a childhood favorite from your home world, this product now has a soul of its own – an Ike, who will travel with you as a Companion from here on. While they cannot be said to be superhuman in their capacities, their nature will reflect their product – and their product will reflect their nature, growing as they do, taking on passive traits that mirror their active ones.*

Circulars and Ibuprofen [200 CP, discount Drop-In] – Well, one of these things is a set of catalog/circulars that inform you of grocery sales in any world you go to from here (even where that wouldn't quite make sense) and allow you to order the items on display via mail or whatever equivalents exist there, and the other is a refilling bottle of certain pills meant to mitigate migranes. Chances are, you're going to need both.

Product Placement [200 CP, discount Ike] – How would you like an unending supply of Mr. Clean products, Mrs. Buttersworth syrup, Sunkist Tuna, Cinnamon Sleuth Cereal, and Sunshine Goodness raisins? Because seriously you have a lot of this stuff, where are you even going to put it?

Exo-Byte [200 CP, discount Brand X] – What exactly *is* an Exo-byte? It appears to be a small, flying insectoid machine of some sort, designed to support Brand X forces from the air, but beyond that... what does it do? It seems to be relatively easy to mass-produce, but... what does it *do?* The world may never know, and it was never really explained. Due perhaps to this, your enemies will generally be confused by the appearance of these little robot... things. Confusion can lead to panic, should they assume the worst. *

Practically A Farmer's Market [400 CP, discount Drop-In] – Well, it looks like you've set yourself up a nice little mom-and-pop grocery. While you're here, it'll just amount to a trickle of extra money, but when you leave, that's when it really gets interesting. Have a garden in your Warehouse? Sell off some of the extra produce in the produce aisle. Got yourself some exotic mammals? Sell their milk, cheese, and meats in the dairy and meat sections. Let your surplus of goods bring you a surplus of profit – and know that unsold fare shall not spoil until at the very least two weeks after it is bought. Should you have kept “Is This Fountain Rules?”, you may visit the Night Side of this store as well.

Copa Banana [400 CP, discount Ike] – This popular nightclub is sure to be a hit with any Ikes you meet! And not just them, either – while you can't do much else but talk, you might find yourself meeting old friends here! Whether you left them behind on your journey, or something happened and they're no longer among the living, you can share a glass of milk or two in the hottest spot north of Havana. Should you have kept “Is This Fountain Rules?”, Dex might even let you in on a small share

of the profits. Look at all the new clientele you're bringing in!

Evil Lair [400 CP, discount Brand X] – This exceptionally well-hidden base has an interesting property. It can easily be concealed, even in the midst of a bustling neighborhood, and perhaps only the most intrepid and inquisitive of investigators could possibly find it! The moment they do, however, things get tricky – see, the lair itself looks evil. As in, *really* evil. Unmistakably so. They'll know exactly what's going on in there as soon as they take a peek inside. Should you have kept “Is This Fountain Rules?”, you might even find some Brand X staff helping keep the place in working order... and not much else.

Section 4: Drawbacks and Ending

Are you *absolutely sure* you want to make your time here worse? For only up to +600 CP? Well, alright then. Don't say I didn't warn you.

That's What He Does! [+100 CP] – So, *what* did you do to make Mister Clean spend his days annoying you again? Because honestly I can't really think of why he'd want to do that. Now, the *way* he does it is perfectly in-character: he just raises the cleanliness level of your Warehouse and items to impossible levels of upkeep, without any seeming hint of malice. Not a single item missing, nothing out of place – but everything immaculate in its purity, its sterility, its shine. Just seeing it compels you to try and do the same for the one day a week he's not around, but you'll never succeed. Of course, if you're the kind of person who's fine with being outdone on this level, well... not for this ten-year stay you're not. You have a *reputation* to uphold, and you will *not* stand to be beaten like this!

Let's Strawberry Jam Out Of Here! [+100 CP] – Oh no. No, peas don't do this. You've got to stop making all these food puns before they become a permanent Reese's Piece of your vocabulary. And the buns are carrying out of the normal lexicon, too! They'll even season a brand new language to taste!

You Cold-Farted Itch! [+100 CP] – Wow. Wooooow. Is that the best you've got? Seriously, it looks like instead of toning down your speech for that PG rating, they decided to just go ahead and *butcher it.* Oh well – no harm, no foul, right?

You Despise Me, Don't You? [+200 CP] – Well, this sucks. Of all the grocery stores to end up in, you landed in the one where nobody seems to trust you. Your Companions seem to be immune to this aura of distrust, but you can be sure that unless they stay away from you, they'll earn suspicion by association.

That's The Last Time We're Seein' Sunshine, Isn't It? [+200 CP] – Hoo boy. Looks like you've been kidnapped. Whether Brand X wants your essence or the Ikes decided to stop playing nice, you're stuck in a little cell that you can't quite break out of just yet. You'll need your friends to find you, and they will in about six months' time... but are you sure you can stand it long enough to resist going nuts?

So Good To Hear That Voice Coming Out Of That Dog [+200 CP] – Okay, so the movie didn't do so well at the box office – but it *did* have an all-star voice cast. Prepare to spend your entire time fanboying or fangirling over every little thing a main character says and getting basically nothing else done.

Like Glass Stained Forever Red... [+300 CP] – It's the mind that won't let go. Once upon a time, you had some *serious* mental or emotional issues, and now they're back. It'll be tough even interacting with anyone or anything – Companions and voices in your head are not safe from this effect. Even if you would normally have entirely enjoyed your time here, you will not be so fortunate now.

Real World's Horrible!/Supermarket World's Just As Bad! [+300 CP] – Well, it looks like one of the two versions of Marketropolis Market is incredibly hostile to you, dampening your supernatural abilities to mere parlor tricks and light shows and boasting dangers unique to themselves. If it's the Day Side that hates you, expect shoppers to handle you with anything *but* care. If it's the Night Side, basically everyone in the city hates your guts – and you're a step away from being recalled anyway. And either way, that's just the beginning of your problems. Could it possibly get worse?

Cleanup on Aisle Three [+600 CP] – It got worse. You have the unfortunate problem of being a powerless store employee. Cashier, shelf-stocking, bagging, you do it all. Imagine yourself as you were

before you even started your journey, working at a supermarket for low pay, barely any thanks (except from your manager, Leonard) and an actual war going on that you have to cover up and clean up after. Also all the customers are jerks. Should you get fired, well... don't hold your breath for that final reward.

No matter what, all of your Drawbacks' effects fade at the end of the ten years you spend here (or upon your unfortunate recall), and you have one last choice to make.

Recalled – Nope, not anymore. Not this. You're taking your ball and going home.

Shelved – Stay here? You sure? Well, you can keep your stuff, too!

Shipped Out – Moving on and taking your stuff with you to some other world? I don't blame you.

Notes

*That last line of We Like Ikes begs some explanation. It is best, therefore, to explain by example. Let's say you import Nuka-Cola from Fallout as an Ike, and then later import them to a setting that gives them super-strong bones. Following his, any bottles of Nuka-Cola you obtain will have an increased calcium content. Super-strength will add protein. Intelligence boosts will add Omega-3 oils. The ability to cast healing magic will add antioxidants. Improving the power of their soul will overall increase the quality and taste of the ingredients of Nuka-Cola. Does this make sense?