



SETUP

If this is your first game, leave out the BEFORE and AFTER cards. These are only used in Advanced Mode!

With younger players, only use cards with a blue pattern behind the title!

- Deal Cards:** Shuffle the cards together. Deal each player **2 cards** if you have 3-5 players, or **1 card** if you have 6+ players.
- Place Draw Pile:** Deal **1 card** face-down in the center of the table. This is the **draw pile**.
- Return Unused Cards:** Return any remaining cards to the **game box**. They will not be used in this game.
- Pass Left:** Each player looks at their cards, then passes their **entire hand** to the player on their **left**. (*The hand that is passed to you is now yours, and you may look at it.*)
- Start:** The player who most recently **pet a cat** goes first!

For example, if your card says “Must pretend to lick hand like a paw,” you must pretend to lick your hand after playing the card.

II: TAKE ACTIONS

Next, you may take actions to try and follow the rules on cards that **other players are holding**.

Everything you do should be within view of all players, so they can **watch you closely** and see whether you’ve obeyed the rules they’re holding.

If a player sees you break one of their rules, they shouldn’t say so just yet!

III: CHECK WITH EACH OTHER PLAYER

Starting with the player to your left and proceeding clockwise, **point** to each other player in turn and ask them whether you’ve **broken any of the rules in their hand**. They must answer **honestly**.

GAMEPLAY

On your **turn**, take these steps in order:

- Play a **card**
- Take **actions**
- Check with each other player to see if you’ve **broken their rules**

Accessibility Note: *If you discover a rule that any player is unable to follow, immediately replace it with a randomly selected card from the box and continue playing.*

If the player you point to tells you that you **have** broken a rule:

- They **reveal** the rule in their hand you broke and read it out.
- Both the **card you played** and the **rule you broke** are shuffled into the **draw pile**.
- You **draw 1 card** from the draw pile. Then, the player whose rule you broke **draws 1 card**.
- Your turn **ends**.

If the player you point to tells you you **have not** broken a rule: Point to the next player and ask them if you broke any of their rules (*and so on*).

If **every player** tells you that you have not broken any rules, **you win the game!**

Jellybean

Game Design

Peter C. Hayward

Illustration

Tina Bongorno

Graphic Design

Spire Eaton

Rules Editing

Jeff Fraser

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You and the other neophytes have finally made it to the Cult of Cat’s initiation ceremony! Now all you need to do is complete the ritual without breaking any of the secret rules.

How hard can it be?



Overview

To win Meow, all you have to do is **play a card from your hand** while successfully **following all the rules** of the Cult of Cat. Simple enough, right?

Here’s the catch: each player only knows a few of the Cult of Cat’s **rules**. You’ll have to learn the rest either by **breaking** them, or by **watching** what other players do when it’s their turn to play a card.

If you’re first to **learn** and **remember** all the rules, you’ll be able to play your card and win!

RULES ABOUT RULES

On Your Turn

- If you broke the rule on the card you **just played**, any player may point this out **at any time** on your turn. If this happens, take the card you played back into your hand and **end your turn** immediately.
- You do **not** have to obey rules on unplayed cards **in your own hand** or in the **draw pile**.
- Once you start checking with other players, you may not take **any further actions**.
- After a player tells you you've broken a rule, **your turn ends** — you don't get to keep asking other players. This means you will only ever learn about **1 rule you've broken each turn**. (It may be a rule you already knew!)

On Other Players' Turns

- When a player points to you, you may only tell them if they've broken rules that are **in your hand**. (You may not tell them they've broken other players' rules you know about, or rules in the draw pile.)
- When a player points to you, if they've broken **multiple** rules in your hand, choose **only 1 rule** to reveal.
- If you are **unsure** if a player has broken one of your rules, you may ask the table whether the player performed a certain action without revealing your rule.
- You may **only** declare that one of **your** rules was broken **when you are pointed at** by the active player. If they point to you and you **forget** or **don't realize** one of your rules has been broken, you cannot bring this up later in their turn. (They may still win if this happens — so watch carefully!)



EXAMPLE

On the first turn of a 4-player game, Henry chooses to play the card "Croak" from his hand, which says "Must croak like a frog."

He croaks like a frog. Then he mimes peeling a banana and coughs twice. He knows these rules because he saw Nicole's hand before passing it to his left at the start of the game.

He asks Nicole if he broke any of her rules, and she says no. Then he asks the next player, Clarence, if he broke any rules. Clarence says yes, and reveals the rule "Nitpick," which says "Must pretend to pick a nit from your hair and eat it." Henry definitely didn't do that!

Both Henry's and Clarence's cards are shuffled with the 1 card in the draw pile, and they each get 1 new card. Unfortunately for Henry, he got "Croak" back, so he doesn't learn any other new rules! His turn is now over.

ADVANCED MODES

13 RULES

Once you've got a bit of experience with **Meow!**, try playing with 13 rule cards at **any player count**.

At setup, randomly select 13 rule cards (without looking at them) and return the rest to the game box. Deal the selected cards out such that each player has the **same number of cards** (for example, 4 cards each in a 3-player game). The cards that are left over after dealing make up the starting **draw pile**.

Play normally otherwise.

Good luck remembering all those rules!

BEFORE AND AFTER CARDS

If your group has mastered **Meow!**, you can make the rules even more challenging by adding the advanced Before and After rule conditions.

At setup, place the **BEFORE** card and **AFTER** card face-up in the middle of the table to use as a reference. Then, randomly select 13 rule cards from the game box and deal them out as in the "13 Rules" variant.

If a rule card's **background** matches the **BEFORE** card, you must take this action **before** you place your card on your turn. If a card's background matches the **AFTER** card, you must take this action **after** you place your card. Doing any action at the **wrong time** counts as **breaking the rule!**

EXAMPLE

*Henry hisses like a snake both **before** and **after** he plays his card.*

*Nicole's card reads "Must hiss like a snake" and has a **BEFORE** background. When Henry points to Nicole, she tells him he **broke** her rule by hissing **after** he played the card.*

*It doesn't matter that he hissed **before** playing the card (which was correct), since he still broke the rule by doing the action at the **wrong time!***

