

WHERE DO YOU... CROSS THE LINE?

GRAY

MATTERS

GAMES

2026

CATALOG

The Game
of Wolf

Wrong Answers
Only

The Root Beer
Float Challenge

Rhymes With
Duck

Slip It In

WHAT'S YOUR FAVORITE GRAY MATTERS GAME?

CROSS
THE LINE

GRAY MATTER... MATTERS!

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

GAME GUIDE AND YEAR ROUND SPECIALS

GAME	CATEGORY	AGES	# OF PLAYERS	TIME (MINS)	AWARD-WINNING	BEST-SELLING	NEW
Cross The Line	Family Party	10+	2-8	30			X
Rhymes With Duck	Family Party	10+	4-8	30		X	X
Slip It In**	Adult Party	17+	2-50	None		X	X
The Donut Challenge	Family Party	8+	2-8	30+			
Root Beer Float Challenge	Family Party	8+	2-8	30+	X	X	
The Game of Wolf*	Trivia	14+	4-12	30-45	X	X	
Wrong Answers Only	Adult Party	14+	4-8	30			
You Bet-Cha	Trivia	14+	2-6	20-30			
Word Wipeout	Family Party	8+	3-6	30-40	X		
Office Decathlon	Team Building	14+	4-23	60			

*Expansion pack available

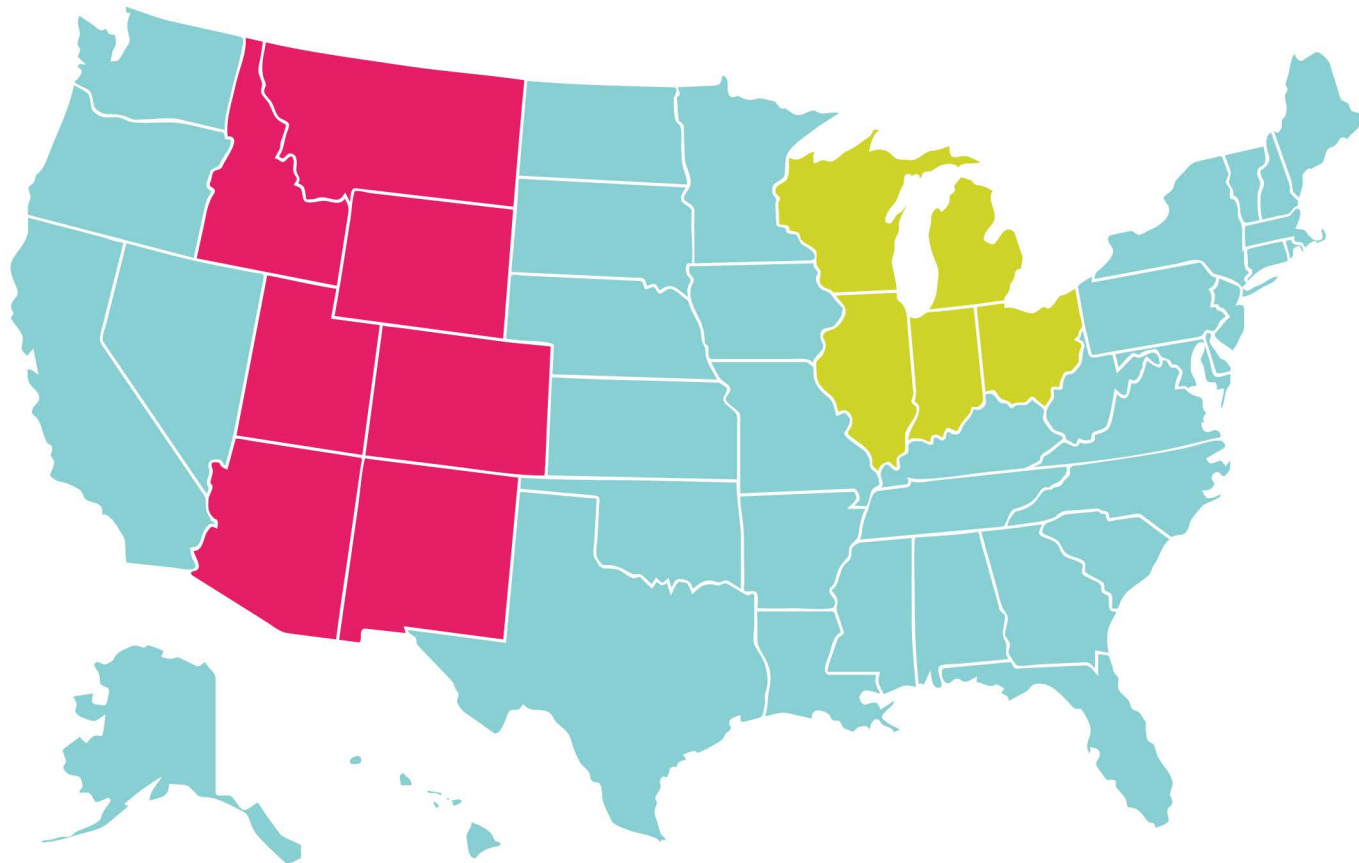
**Movie and Music pack available

YEAR-ROUND SPECIALS

- \$500 FREE FREIGHT ALLOWANCE (OTHERWISE 10% FREIGHT CAP)
- FREE DEMO AND DEMO CARD PACK ON FIRST ORDER OF ANY GAME (UPON REQUEST)
- FREE MEDIA KIT
- FREE STAFF TRAINING

RETAILER RESOURCES

SALES REP GROUPS FOR SPECIALTY RETAILERS



Diverse Marketing
Phone: 214.741.7148
Email: contact@diversemail.com

BGN
Phone: 773.339.8026
Email: info@bgnsales.com

Erin Griffin Group
Phone: 720-810-0591
Email: erin@eringriffingroup.com

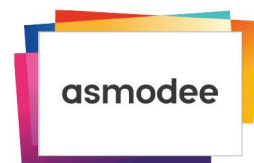
RETAILER RESOURCES PAGE

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

HOBBY GAME RETAILERS

Order from our
distribution partner!



Phone: 844.627.6633
Email: inquiries@asmodeena.com
Website: www.asmodeena.com/en/retailers/

CROSS THE LINE



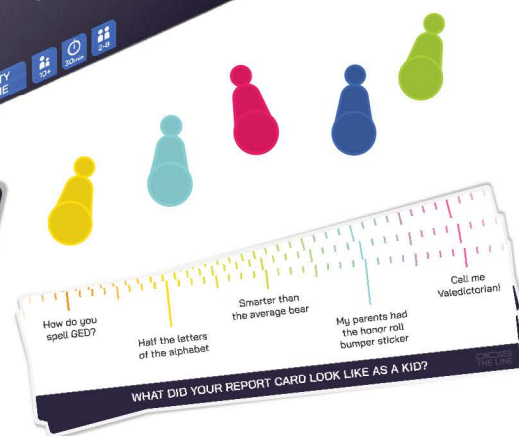
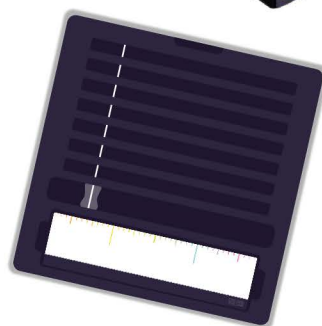
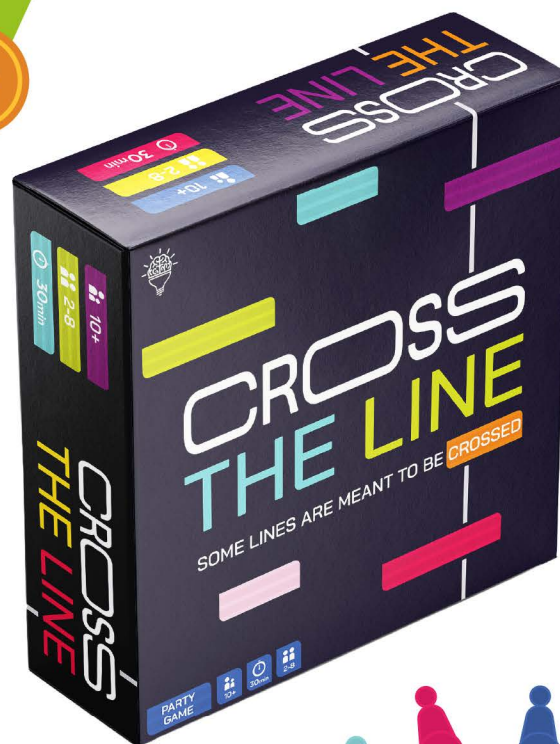
How good of a dancer are you? How bad is your road rage? What did your report card look like as a kid?

In Cross the Line, you'll answer boldly honest, occasionally awkward, and always entertaining questions by secretly choosing your answer on a sliding scale.

Think they know you? Think again. If they can cross your line, they score. The bolder they bet, the more they stand to gain—or lose.

Whether you're calling out your roommate's pizza preferences or discovering your cousin's karaoke confidence, Cross the Line is the ultimate game for getting to know each other - and laugh while doing it!

WATCH THE VIDEO:



SELLING POINTS:

- ▶ Unique visual gameplay that's easy to learn
- ▶ Sparks surprising and hilarious conversations
- ▶ Timeless replayability with cards written by influencers and comedians

HOW TO PLAY:

1. **Pick a card and set the line.** One player secretly slides the marker on a scale to show where they land on a fun or revealing question.
2. **Place your bets.** The other players place their Confidence Bars where they think the line is. The smaller the bar, the more they score!
3. **First to 12 points wins.** Take turns setting the line, guessing, and laughing your way to victory.



UPC: 199284017436

CASE PACK QUANTITY: 6 (GMG) 4 (Asmodee)

PACKAGE DIMENSIONS: 10"H x 10"W x 2.717"D

MSRP AND WHOLESALE: see separate price sheet



RHYMES WITH DUCK

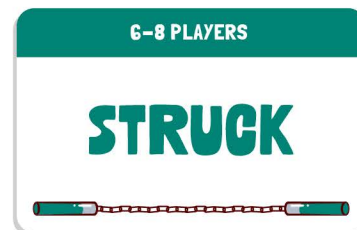


Hi! I'm Chuck, rhyming ninja and your wingman throughout my new game, Rhymes with Duck.

Gather your flock and dive into a whirlwind of wordplay. Score points by matching your rhyming word with other players and bonus points by matching me, Chuck.

Watch out though! If you don't match with anyone, you get a letter of shame - spell Q-U-A-C-K and you're kicked out of the pond. First player to 20 points is the DUCKY winner!

WATCH THE VIDEO:



SELLING POINTS:

- ▶ Easy to learn and perfect for large groups
- ▶ Created by the inventors of hit games Blank Slate and Otrio
- ▶ Clever Duck theme with unique rubber duck component in the game
- ▶ Popularity of ducks have exploded in pop culture: Jeep Ducking and Migration Movie

HOW TO PLAY:

1. Reveal the starting word
2. Players write a rhyming word attempting to score the most points by matching with only one other player and bonus points for matching with Chuck.
3. Avoid not matching other players or receive a "letter of shame"
4. First player to 20 points is the DUCKY winner!



UPC: 198715300901

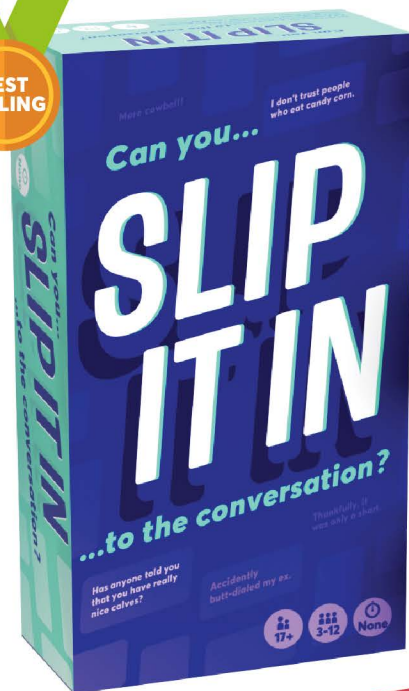
CASE PACK QUANTITY: 6 (GMG) 4 (Asmodee)

PACKAGE DIMENSIONS: 9"H x 9"W x 2.5"D

MSRP AND WHOLESALE: see separate price sheet



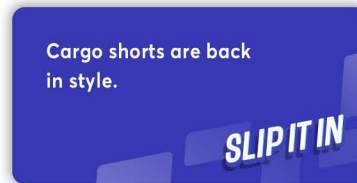
SLIP IT IN



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:



Movie and Music pack
available Summer 2026
MSRP \$14.99

SELLING POINTS:

- ▶ More than just a game, it's a social experience that can be played any-time, 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
CASE PACK QUANTITY: 6
PACKAGE DIMENSIONS: 8.75"H x 5.25"W x 2.25"D
MSRP AND WHOLESALE: see separate price sheet

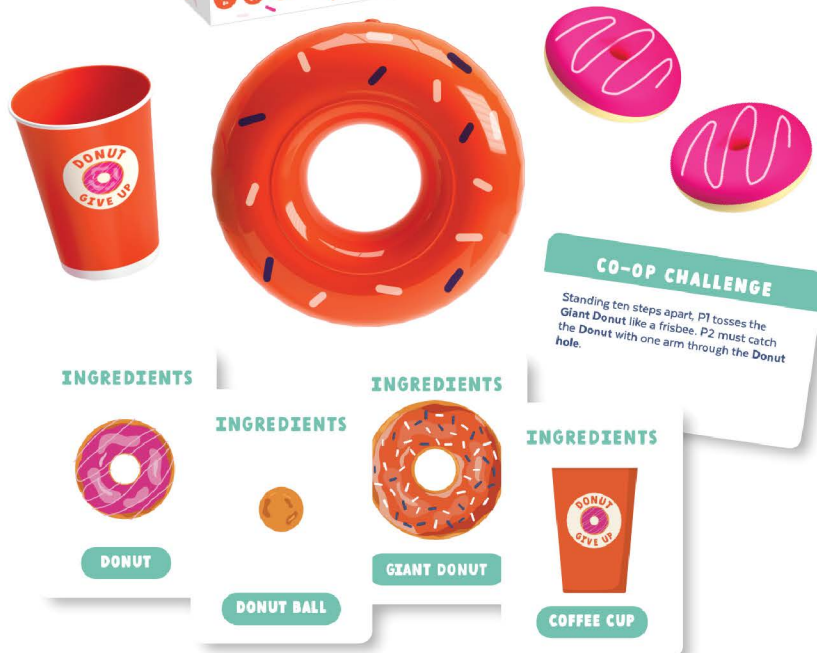


THE DONUT CHALLENGE

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:



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



UPC: 865534000496
CASE PACK QUANTITY: 6
PACKAGE DIMENSIONS: 10"H x 8.5"W x 6"D
MSRP AND WHOLESALE: see separate price sheet



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

CASE PACK QUANTITY: 6

PACKAGE DIMENSIONS: 8.75"H x 4.25"D

MSRP AND WHOLESALE: see separate price sheet



THE GAME OF WOLF

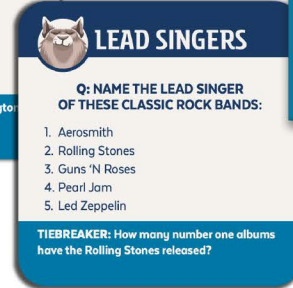
Which is stronger? The Lone Wolf or the Pack? Find out in this strategic trivia game where friend quickly becomes foe!

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:



Expansion available



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
CASE PACK QUANTITY: 6
PACKAGE DIMENSIONS: 10"H x 6"W x 2.5"D
MSRP AND WHOLESALE: see separate price sheet

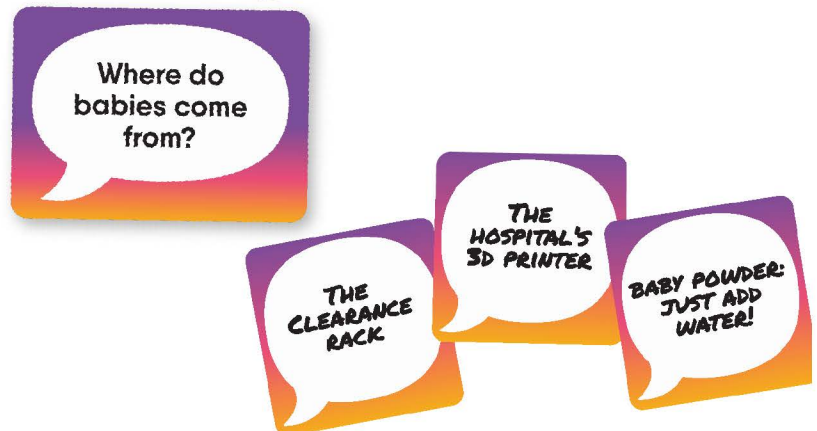
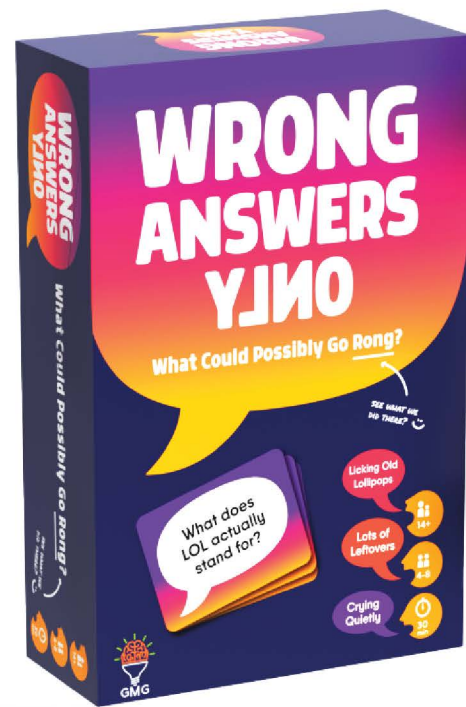


WRONG ANSWERS ONLY

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
- ▶ Player's clever responses provide exceptional user-generated marketing content
- ▶ 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
CASE PACK QUANTITY: 6
PACKAGE DIMENSIONS: 10"H x 6"W x 2.5"D
MSRP AND WHOLESALE: see separate price sheet



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

CASE PACK QUANTITY: 6

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

MSRP AND WHOLESALE: see separate price sheet



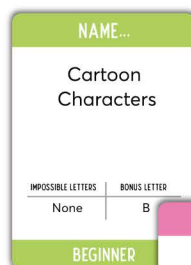
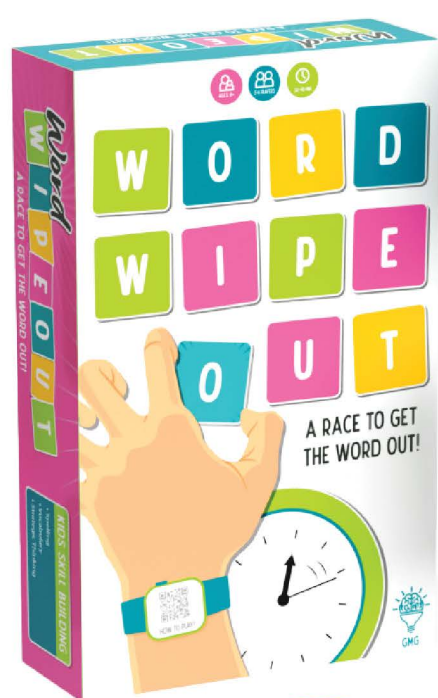
Word WIPEOUT



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

CASE PACK QUANTITY: 6

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

MSRP AND WHOLESALE: see separate price sheet



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
CASE PACK QUANTITY: 6
PACKAGE DIMENSIONS: 9.9"H x 7.4"W x 2.9"D
MSRP AND WHOLESALE: see separate price sheet



MEET THE TEAM



JOE BARRON

Co-Founder and Head of Game Design



LAUREN BARRON

Co-Founder and Head of Finance



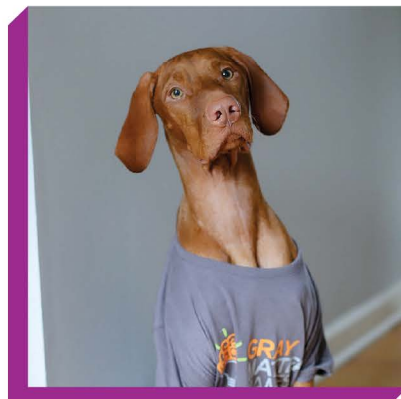
SOPHIA RICCIARDI

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.



A six-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, Sophia, Gipper & Rudy



WATCH THE VIDEO:



GRAY MATTER...MATTERS!

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

GIPPER,

Chief Security Officer

RUDY,

Chief Fun Officer



CONTACT JOE FOR EVERYTHING GRAY MATTERS GAMES



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