



**Brybelly Holdings, Inc.**  
3334 Mesilla Court  
Indianapolis, IN 46226  
Phone 1.800.926.7241 Fax 317.898.4231

**FOR IMMEDIATE RELEASE**

General inquiries contact [zroth@brybelly.com](mailto:zroth@brybelly.com)  
or call 1.800.926.7241

---

## **Brybelly Launches Debut Board Game Sub Shop**

Company's first foray into game design

INDIANAPOLIS (14 December 2014) — Brybelly Holdings, Inc., named one of Indiana's fastest-growing privately-held companies by the *Indiana Business Journal*, has announced the launch of their first board game: **Sub Shop**, The Game of Competitive Sandwich Construction!

In a fast-paced and fun sandwich shop experience, kids use 8 ingredients to build 11 unique sandwiches to fill the picky and particular orders of 9 zany customers! Designed with young players in mind, Sub Shop strengthens core math and reading skills, develops pattern recognition, encourages social play, and recalls other successful children's games **Slamwich**, **Sushi Go!** and **Uno**.

Featuring hand-drawn and digitally-crafted art assets and printed on high-quality card stock sourced from Germany, Sub Shop also boasts a real linen tablecloth gameboard and kitchen service bell for added tactile and sensory feedback.

The culmination of a year-long process of prototyping, design and playtesting, the release of Sub Shop enjoyed brisk online sales via Amazon, and retail units have since been distributed by TOTALToys, Inc. to brick & mortar stores across the Midwest. **MSRP \$14.99, Ages 6+**

Perhaps best known for their classic line of authentic table games, Brybelly now looks to deliver new, innovative experiences like Sub Shop under their micro-brand **Imagination Generation**, which currently offers a broad range of engaging and educational games designed to spark creativity in children of all ages. For more information, visit [www.brybelly.com](http://www.brybelly.com).

END

###