

Gridiron Gazette :

Big Business

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Issue #22

Blood Bowl couldn't survive without this - it's not mindless violence, faith in Nuffle, fans or referees . . . it is of course money. In this edition we look at the relationship between Blood Bowl, big business and money.

INSIDE

What a load of balls!

Who makes the balls and where do they come from?

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The full player and staff directory



BBBC!

Take a day trip to Rock Rapids, a small town just outside of Middenheim and you'll find the HQ of the Blood Bowl Ball Company (BBBC).

Their job is to produce balls for the teams who can afford it, to be used in each match. Typically, they send out 25 balls per game so a team always has enough for when they inevitably get eaten, tossed into the crowd, vanish into another plane of existence, mutate and attack the referee - you get this idea.

Some teams supply their own balls but then the risk is they won't actually have enough. Take the Lowdown Rats who dropped out of the Blood Bowl open one year because they lost the only ball they possessed.

Teams can either order regular balls or if they have more unusual tastes then the BBBC can cater for just about anything. Also on their order list, for a higher price of course, are balls that explode, balls that float or balls that do many strange and wonderful things!

Stitch-Masters

Predictably, the Dark Elves set up their own company called the Stitch-Masters who produce balls for them. Unlike regular balls made from pigskin, Stitch-Masters balls can be made from humans, dwarfs, orcs and all manner of races.

When sport and cash collide

- By Dolf Ungerhaagen

Blood Bowl isn't just dependent on 2 teams and the RARG to supply referees to stay in business. There are a host of subsidiary businesses which mostly stay behind the scenes whose job so to keep the money-making machine ticking over by what they supply. We've already looked at suppliers of giants and minotaurs in other issues. We'll focus here on other fundamentals to the game.

Astrogranite Association

Within the Church of the NAF, grass was considered a sacred substance and the rules dictated that all games should be played on it. With the introduction of the synthetic astrogranite, many were expecting a huge outcry from the NAF... but they remained suspiciously quiet. A closer examination and it's easy to see why. The Astrogranite Association happens to be owned by Nikk Three-Horn... the very same Three-Horn who was commissioner of the NAF before it collapsed! Now isn't the time to dredge up the history of the fall of the NAF, but we would like to point out one, small, cross over. The Darkside Cowboys were the first team to fit an astrogranite playing surface at their underground stadium. The very same Cowboys were accused of being in cahoots with Three-Horn when their cheerleaders ran off with him in 2488. Coincidence?

What actually is astrogranite? Well strangely enough, it's a closely guarded secret. Their marketing material informs us that it comes in 256 different colours and a choice of 31 flavours (!). It is utterly impermeable, so it can be fitted atop marshland and not let water seep through, but by the same token if it rains then the surface turns into a lake as the water can't drain away. When dry it can give rashes to exposed skin if a player bounces or skids along it and frequently makes the ball bounce in odd directions. It is very durable and so once fitted, teams no longer require the assistance of ground staff.

The big mystery is around what it's actually made from - we don't know and the company are refusing to tell us. This opaque attitude lets conspiracy theories run wild. The latest crazy story is that the main ingredient is the bones of dead players. I mean, it's not... is it?

Steelhelm's Sporting Emporium

If ever there was a sports related story that shows everybody deserves a second chance, then it's the tale of Garik Steelhelm. A former bandit leader, Garik had always dreamed of a quiet life of retail rather than the hurly-burly of life on the run. To that end he retired from his life of crime and set up the Sporting Emporium, emblazoned with his own name. He didn't return all of the money and goods he'd stolen - no, that would be foolish and a totally different story. He kept all of that and just decided to not steal any more... after all, his starting stock and cash float had to come from somewhere!

The Steelhelm brand was a hit and he diversified a little, opening sporting goods shops and training gymnasiums all over the old world in a franchise model. The gyms especially were a hit as they offered services not just to members of the public, but also to Blood Bowl teams to ensure their players were at the peak of their physical fitness. You can't go to a match now, at any level of the game, without finding players dressed in a Steelhelm's shirt with a Steelhelm's logo proudly emblazoned on it stood next to a Steelhelm's advertising hoarding. Steelhelm's is everywhere the game is played and they ensure their market position with an aggressive marketing strategy.

Drunk on success!

- By Gerhardt Schtumpf

Blood Bowl has a long history of association with drink brands, primarily through sponsorship deals and beer concession within stadiums. It's a partnership that looks likely to continue.

Bloodweiser is without question the gold standard for branding, the largest and most powerful company in the old world. It was their genius which sponsored the very first Blood Bowl competition and helped make it the huge success it is today. Founded by dwarf Buddy Grafstein, their headquarters can be found in Nuln, in one of the grandest and oldest buildings, outside of Ulthuan, found anywhere in the known world. Anyone wishing to enter must first climb the imposing 100 marble steps and then push through the 60 feet glass revolving door at the top, all of it designed to impress.

As part of the fanfare that Bloodweiser brings to games, they even employ their own orchestra which can be found playing in all of the major events. If anyone has ever been to the Blood Bowl final or watched a game of Dungeon Bowl live, it will be a Bloodweiser orchestra they will have heard adding background atmospheric music.

Kislev is the only place in the world where it is branded differently. There it is called Blutvar (meaning Blood War) and is brewed in vats over 1000 years old giving it super strong taste compared to the generic version.

Bloodweiser doesn't have it all their own way of course. Dwarfs are famed brewers and churn out ales such as Torin Oakencask's Deep Shaft (real ale made from real ore making it super thick), Durgrund's Hellfire (a beer and healing tonic in one!), Killer Genuine Draft (who following a sponsorship deal changed the name of Spike Stadium in Magritta to Killer Stadium) or Mountain Brew.

The real competition of course comes from Josef Bugman and his self-styled Bugman's XXXXXX. With a motto 'A brew as frothing as the players!' they have gone all out in their advertising campaign. Before a big game you may watch an advert featuring Mighty Zug slaking his thirst with Bugman's Trollbrew. Then in the game itself, marvel as the Bugman's blimps fly overhead, dropping kegs of beer onto the fans. Appropriately sponsored cheerleaders pirouette into the crowd, armed with beer cannons to hose the fans down. It's all about the spectacle!

The bromance between beer and Blood Bowl looks set to continue. Even exotic Lustrian brands are getting in on the action, expect to see more from Corpse-Rona soon - it's spreading rapidly!



Bloody Marvelous!

Hater-Aid is a drink long associated with the game. Often promoted by Jim Johnson in part because they produce flavours made from actual blood for those fans who walk the night.

Slaughterade is attempting to crash the same market with Scyla Anfingrimm claiming their drink is blessed "with that real arterial taste". Their other sponsored star Blitzer Uber Schadenfreude foolishly died before completing his contract. He had to be resurrected (complete with look of shock from the last seconds of his living life) to continue - you can't get out of a signed sponsorship deal that easily!

Putting more fizz in the game!

It's not just the beer market where the rivalry is intense; sodas and sports drink have long been duking it out.

Croak-a-Cooler is unquestionably the biggest drink in Lustria. They pour thousands into the Croackers under the motto "When you can't quench your thirst, try something with bite!". To that end their personal sponsorship with Slibili has been a huge hit with the fans. Whenever the fearsome Saurus injures a player, the crowds yell 'Croak!' With new deals with Griff Oberwald, the message is everyone needs a Cooler on a hot day.

Crimson Minotaur is massive for the more chaotic fans, but less popular elsewhere. Understandable given that they are a drink with an unusual USP - it has the potential to give spontaneous mutations!

Brutal Block Ale comes from the cold north and lends its name to an annual award. Norse players compete for the honour of winning the award by carrying out increasing brutal attacks on the pitch.

Lightningade Electrolyte Drink is another tonic popular with the undead. One only has to look at their tie in with the Frank 'N' Sein advertising campaign a few years ago. When the big man slurred on screen it "Gives me the surge of energy I need to continue ripping limbs!", sales went up ten-fold overnight and pressure from public opinion jump-started his playing career again. The choice is endless - what's your tipples?

Halfling Master Chefs!

Wherever there is food you will find a Halfling not too far away, eating their own profits. Everyone knows of Cindy Piewhistle and her Preeminent Patisserie based out of Dreiflusen. She is just at the more successful and affluent end of the market.

Hector Titchtoes runs Hector's Halfling 'Halfpint' Hotpot Eatery in the stadium in Altdorf. He makes food for all of the blood bowling races including Chaos fans. When he asked Lord Borak what to put in a chaos hot pot the main answer was blood!

Not all Halfling ventures are that successful. Take 'Dangerous' Daisy Palmer's Fried Lard Stand which sadly is now closed. Why is unclear, I mean what's not to like about fried fat? The smell apparently was an acquired taste!

Another Halfling food entrepreneur is Hoppo Longfoot, proprietor of the 'Pies O' Mystery Game' food concession. He serves pies out the side of his kitchen / wagon, travelling from stadium to stadium, pulled by his trusty horse Dennis. Hoppo sells pies for all comers such as Warpstone Pepper, Squig & Bacon, Chicken, Beef, Goat and Vegetables pies . . . the latter being for Elves of course (have you ever noticed how Elves love telling people they are vegans?). Be careful of the warpstone pepper, it is made with the real deal and can be, well, life altering. You'll never go hungry!

Burger off – the fast food fight

- By Rusty Hoelle

McMurty's are to burgers what Bloodweiser is to beer. They have a staggering market position but rarely rest on the laurels. With competitors snapping at their heels, their Blood Bowl marketing remains a cut above.

By now everybody knows the history of McMurty's humble beginnings. How in 2396 Rungo McMurty when struggling to fulfil a food order for Count Otto von Carroburg, he placed a beef patty in a bun rather than between two wedges of bread. The rest, as they say, is history, although in truth the brand didn't really grow until 2452 when Rungo sold the company. From that point it mushroomed at an astonishing rate, opening up burger joints in every town and city across the old world as well as concession stands in every stadium, no matter how small or great. The name McMurty's became ubiquitous with eating and Blood Bowl.

McMurty's take a blanket approach to their marketing as can be seen in their player sponsorship deals. They don't just back one or two big names in the game, to the outsider it can feel like they sponsor everybody! Kaspar Hoozier, star thrower from the Nuln Gunners is the face of McMurty's breakfast oats. Johann Walsh and Julianna, the Catcher and Blitzler partnership from the Talabheim Titans, recently did a series of adverts for Spamburgers. Ripper Bolgrot happily had his name added to the one season only, limited edition, Ripper Burger. The list goes on and on, every big-name star of the game is a current or past brand ambassador for McMurty's. Few players tend to represent them for long however. Part of the contract tends to be that each player needs to be seen in public eating a lot of McMurty burgers . . . and we mean a lot. It can put many players off as that amount of semi-cooked, hard to digest McGoblin burger, Grot's Feet or whatever the current special is can really impact the player's game.

As well as individual players, they also of course sponsor whole teams. Some of them are simple affairs like their recent deal with the Bogenhafen Barons which will see their name splashed across the Barons kit. Few deals can match the ill-fated Galadrieth Gladiators affair back in 2489. With the collapse of the NAF, the High Elves faced an uncertain economic future until they signed a deal with McMurty's. As part of that deal the team had to change their name to the McMurty's Big Murt Gladiators . . . the deal lasted one whole game. The resulting reaction of players and fans alike were enough to force the team to renege on the deal and secure their finances in some other way. It's in many ways a shame, as the Big Murt was a new meat-free product aimed at the more delicate eating habits of Elves . . . but sometimes the marketing boys just get it plain wrong.

McMurty's will sponsor just about anything to ensure their brand is plastered everywhere. One of the more bizarre events they were behind was the world hamster eating championships of 2502 (trivia fans will know this was won by Thrud the Barbarian). Whatever will they think of next?

Burger battles and name nicking

Many unscrupulous businessmen are happy to get in on the action. At all major grounds now, you won't need to look too hard to find McWurty's or McDirty's Burger Shack, all keen to fool drunk fans with their remarkably similar branding. These all tend to be small fry which McMurty's have tolerated so far.

One of the most likely growing rivals in the burger wars are Burgher King's. They offer food for all tastes at cut prices - 10 mushroom patties are a mere 50 pfennigs in the Empire! Any cheaper and they'd be giving them away. Arguably they are no threat at the moment, but if they continue to sell it cheap, are we likely to see a price war break out . . . ?

A Guild for all occasions

- By Lastiges Weisschen

For every aspect of working life you won't have to look too hard to find an association or guild related to it. Some are small and are purely focused on worker's rights. Others are a financial and political power house with thousands of members, run more as a business. In contract others act as wardens for ancient arcane knowledge. Whatever their origin, they all love Blood Bowl!

Guilds mostly enjoy their links with Blood Bowl via sponsorship. There are a whole host of guilds which pay eye wateringly good money to have their name emblazoned on a team's kit or advertising hoarding at a stadium. The Imperial Clothiers Guild sponsor the Darkside Cowboys, in 2489 the Dwarf Warhammerers' main financial backers were the Metalworkers Guild who claimed that "Maybe we're just as crazy as they are!", the Dwarf Architects Guild financially support the Dwarf Giants and the Star Insurance Guild do very well out of their association with the Elfheim Eagles. The list goes on and on.

It's not just about sponsorship however - some guilds are more directly involved in the game. The Dwarf Scribe and Book-Keepers Guild of course formed their own team and became the Grudge Bearers. This is relatively rare though; most Guilds offer instead ancillary services to the sport. The Guild of Bandits and Associated Trade, working under the slogan "You cannot say that you were not warned" have branches in every major city. For a hefty fee they will interrupt team training or even kidnap opposition players, interfering with their big match planning and preparation.

Other guilds are less clandestine - they actually help run part of the game. The Referees and Allied Rulekeepers Guild and the Colleges of Magic are the obvious choices here. However, as well as them the Bookmakers Guild help enforce the rules around magic in order to stop spell casting becoming too common and games (therefore bets) becoming meaningless.

Many people overlook the role of the Dungeon Keepers Guild in ensuring the Dungeonbowl arenas world over are suitably damp, dusty, filled with spider webs and generally unwelcoming environments. Also don't forget that most team apothecaries will be signed up members of either the Guild of Morticians or more likely its sporting sister association the Blood Bowl United Morticians Society. They all perform a sterling role in in one of the games chief outputs i.e. dead bodies!

What about the Black Sorcerers Guild? They sponsor an annual prize every year handed to the evilest players on the pitch who use the magical arts. It will surprise no-one that Hubris Rakarth has been a frequent recipient of their citation!

One of the worst kept secrets in Blood Bowl are the Dwarf Engineers Guild who have a top-secret wing tasked with developing cunning new weapons for the pitch. Rumours persist they maintain a presence at the Skunk Works, the Dwarf Warhammers private testing facility.

Blood Bowl is all encompassing and seems to creep into every aspect of life. Few other sports get the same coverage or the same acclaim. One of its closest competitors is the Allied Guild of Goblin Mud Wrestling but its stars such as Big Fatty, Bulk Slogan or Spungo the Magnificent are relative unknowns compared to the fame and renown of Morg 'n' Thorg, Griff Oberwald and Jordell Freshbreeze.

Associated scandals!

Other guilds get dragged into the game via a controversy, not through choice.

One such example is the Clairvoyants Guild who sued the broadcasting networks (outcome still pending). In a bid to stop the streaming of their games via the cabal spell being hijacked, the networks developed a way of blocking non-subscription glass balls from picking it up. However, the blocking of the balls also interfered with the activities of the clairvoyants who rely on the glass balls for their mystical practices. Will the corporate millions out-weight the ancient arts? Time will tell.

The Altdorf Master Jewelers Guild recently had something of a spat with Bulla Shardhorn. While touring the Reikland Reavers trophy room, Bulla noticed that the Blood Bowl trophy was beginning to tarnish in his presence. As pure gold should have remained stain free, it led Bulla to conclude that this was nothing more than a cheap imitation. The Blood Bowl trophy has been replaced a number of times and this one had clearly been made cutting some corners somewhere. The guild furiously denied any allegations of inferior materials being used but the scandal continues to rumble on!

What a performance

There are a number of instances of Blood Bowl and showbusiness overlapping. We're not talking about Cabal Vision shows but real entertainment - the circus of course! The Cirque de Bilite Travelling Show used Blood Bowl as a front to tour the auld world and spread the joys of Papa Nurgle. They also produced the prodigious talents of Tolly Glocklinger and in similar fashion Bomber Dribblesnot originally began life performing for Trollgut's Travelling Circus. They make a great half time show - other options are limited. Have you heard the Orcs' Wolfleg Lead-Pits Marching Band? Just wow.

School of hard blocks!

- By Pierce d'Organ

It warms your hearts when the sport we all love gives back to the little people. Many are surprised to learn of all the connections between Blood Bowl and the schools and colleges of learning across the old and new world.

Everyone knows that a lot of Blood Bowl players are hired at the Crush, an end of season event where all the brightest and best college players get to try out and start their professional sporting careers. The best-known feeder institutions are the Colleges of Magic who produce players well versed in Dungeon Bowl. They aren't the only ones though. Other regular educational institutions also run their own collegiate leagues whose best players try their luck at the Crush. Nobody had heard of von Strudel college until a certain G. Oberwald graduated and went on to world-wide fame. He wasn't the only one who put their school on the map as we'll see. Often these places of learning tend to produce one race of students due to regional catchment areas, but not exclusively.

Darkthunder High accounts for a huge percentage of current Skaven players signed to a professional contract. Exactly how many players is hard to say. The school is built on an enormous deposit of warpstone and so the number of heads changes daily! Pupils of Darkthunder spend more on uniforms than any other college. After all, just because you started with 2 arms, 2 legs and head, it doesn't mean that's how many you have when you leave!

Rival institute, the Skaven University of Sublime Treachery not only produce sporting students, but has been known to hand out other awards. They recently handed an honorary doctorate to Nobbla Blackwort for killing a teammate and using the fountain of blood to blind a charging pack of opposition Beastmen.

Underground education is something the Dark Elves are all familiar with. Hubris Rakarth may have graduated from the Darkside Academy in the Western Underneath, but it's the Underneath University that is the premier seat of learning. It was that University that Jeremiah Kool partnered with in 2479 to bring more on the pitch spell casting into the game (it was later banned of course). Let's not also forget the Naggaroth Young Ladies Finishing School whose Blood Bowl team gave Roxana Darknail her first taste of the gridiron. We're not quite sure how someone so old was let into the school . . . but we're too afraid to ask her!

The Auld World is full of other exemplary institutions. Big Jobo Hairyfoot sits atop the roll of honour at the Mootland College of Catering, nobody has broken Durum Quickstride's scoring record at Barak Varr All Dwarf College and posters of Clearwater Everglade adorn the hallways of Loren Forest College. Education isn't just for the civilised you know - even the Orcs have gotten in on it. Despite their mostly tribal nature, the settlement of Uruk boasts the Orcish Lakeside Academy for Gentlemen - trust me they are anything but gentle as star thrower Grishnak Goblin-Throttler will attest.

Even the colleges of higher learning get in on the act. The Imperial Artillery School long had a rivalry with the engineering School of Altdorf. This was settled in frequent games of Blood Bowl between the two colleges. The Artillery School team became so good, they set themselves up as a professional outfit and named themselves the Nuln Doom-Forgers.

Age restrictions?

When are you old enough to play full contact Blood Bowl? The rules are a little fuzzy on this one.

The Old World Children's Society was instrumental in stopping the NAF's under 17s Blood Bowl league. The campaign complained that "Children simply should not be playing with chainsaws or explosives". To many this sounded too much like a nanny state run by do-gooders. The NAF responded through their firm of lawyers stating "The NAF is dedicated to promoting Blood Bowl through the virtues of physical fitness, teamwork and proper handling of dangerous weaponry". When put like that, it kind of feels hard to argue with doesn't it?

In a related tragedy, the team from the Mother Superiors School for the Blind suffered a fixtures mix up whereby they were paired with professional outfit the Underworld Creepers in a match. The Creepers never understood the terms mercy or appropriate levels of violence and so the game was very bloodily one sided.

Doing it for the kids

Frequently Blood Bowl stars themselves give a little back and set their own educational facilities up. The best known of these in Lustria is the Little Carnosaur School of Blood Bowl owned and managed by Anqi Panqi. There, newly spawned Saurus are taught the basics of blocking and scrimmaging in the great game.

Similarly, the Jeremiah's Kool Kids Programme helps those wee ones orphaned due to parents dying at Blood Bowl matches. Strangely we've never seen anyone graduate the programme yet but Kool's other totally unrelated business in slavery is doing remarkably well.

Savage Sartorial Elegance

- By Skellig Queem

As Valen Swift once said "We're here to play Blood Bowl, not to look good. Of course, we can't help it if we do anyway"



We covered probably the most famous clothing brand in the market, Orcidas, way back in issue 10. They are facing increasing competition however as other clothing companies are hoping to make inroads in the Blood Bowl market.

Sports stars frequently try to cash in on their fame. Not so long-ago Griff launched Air Oberwalds, a company set up to sell his own brand of premium sports shoe. Showing his business smarts, Griff targets players and teams on the up. He has been hugely successful in the youth market by sponsoring young college Dungeon Bowl players. The lucky individuals picked become Oberwald Athletes and receive all manner of goodies such as custom knuckledusters, better padded armour and personal physicians. Griff also sponsored the Bogenhafen Barons in 2497, joining them himself in 2499 before winning the Blood Bowl. He can sure spot talent (mostly in the mirror!).

Griff isn't alone in these endeavours. Grashnak Blackhoof owns the imaginatively entitled Hoofwear company who sell . . . hoofwear! Scyla Anfingerim has been paid big money by Collars of Khorne and sports their highly fashionable brass neckwear living up to their motto of "Battle accessories for the bloody-minded". Players will put their name on just about anything. Take 'Gorgeous' Gerrick, human star thrower of the Hochland Harbringers, the face . . . or rather the groin... of Loincloth (yes, you can guess what they make). Sometimes whole teams get in on the action. The Genaina Javelins recently got in trouble when launching Reptilewear, their own clothing brand. It was found the handbags and other accessories they sold were actually made from dead opposition lizard players in the Lustrian leagues. New comers Norsca Face may be the brand to watch. Under the motto 'Never stop playing' they currently sponsor the Ice Bowl. With thousands of Norse longships at their disposal, they have a supply chain second to none.

Because you're worth it

Players not only want to look good; they want to smell good while scoring touchdowns and ripping the arms off some poor sap on the opposition.

The aftershave 'Rotten Cadaver' has been very popular with undead players for years. It's by far the leading fragrance by Tommy Hell-Figure but in recent years they have been facing stiff competition.

A number of competing brands offer their own awards which players compete for during the season. Oil of Molay give out a gong annually for the 'Most Beautiful' player. Gorenier give the commendation for the most 'Flawless Skin' which is won pretty much every year by Roxanna Darknail, who also has a generous sponsorship deal from them. The Brides of Khaine Cosmetics Emporium are one of the main Gorenier stockists. By complete coincidence, the Emporium is also owned by Roxana Darknail . . . so nothing shady there at all!

The world of beauty isn't reserved just for the ladies. Skrogr Snowpelt runs his own hair grooming business with the tag line 'Hair care with Flair'. Acting like a blood dripping barbarian is one thing, looking like one though? That's so 2480!

Fitness forever

The Skink Fitness Club offers whole body work outs but be careful before signing up. Contracts last for a minimum of 500 years and any missed monthly payments could result in you being sacrificed to Sotek. Do you really want to get fit?



Farblast & Sons

No business review could be complete without mentioning the Farblast organization and their motto "When you want to blast things that are very far away". It's tough being in the arms business when there are no wars anymore, no wonder what they sell is so cheap! It forced them to diversify into sports sponsorships and to provide other combustible offerings. Farblast have been known to produce exploding chests for Blood Bowl as well as keeping countless goblin bombardiers happy with their latest line 'detonating spheres'. It was even Farblast bombs which kickstarted the career of Scrappa Sorehead by killing his mentor Pogo Doomspider.

Big Business briefing

The following is a list of all the businesses relating to the Blood Bowl world.

Blood Bowl Suppliers & Services

*Astrogranite Association
Big Bertha's Bovine Breeders
Blood Bowl Ball Company (BBBC)*

*Blood Bowl United Morticians
Society
Gristlebrook's Giant Emporium
Rock Noggin Helmet Company*

*Slap 'n' Deck 'er
Steelhelm's Sporting Emporium
Stitch-Masters*



Food & Drink Brands

*Big-Ass Ales
Blitzer's Best
Bloodweiser
Brutal Block Ale
Bugman's XXXXXX
Chaos Cola
Cheaties
Corpse-Rona
Crimson Minotaur
Croak-a-Cooler
Ded Bull
Durgund's Hellfire beer*

*Green Ronin
Hater-Aid
Hogshead
Kenmucky Fried Chicken
Khorne Flakes
Killer Genuine Draft & Killer Lite
Kroxiade
Lightningade Electrolyte Drink
Long Bomb Brew
Lustrian Delight
Morning Sun*

*Mountain Brew
Popped Khorne
Skralgrimm & Holst Associates Herring
Skaven Cheese
Slaughterade
Spike! Magazines Hard Lemonade
Spotted Minotaur
Tasty Goblin beer
Teineken Beer
Torin Oakencask's Deep Shaft beer
Wheaten Bricks breakfast cereal*



Restaurants & Eateries

*Bill's All-You-Can-Eat Food Emporium
Burgher Kings
Crows Corpse
'Dangerous' Daisy Palmer's Fried Lard
Stand*

*Hector's Halfling 'Halfpint'
Hotpot Eatery
Kenmucky Fried Chicken
McDirty's Burger Shack
McMurty's Burger Emporium*

*McWurty's Burgers
Moranion's
Pie's O'Mystery Game
Piewhistle's Pre-eminent Patisserie*



Pubs & Taverns

Black Water / Bad Water
Boot & Ball Tavern
Bronze Axe Inn
Casa Grande
Cock & Bull Inn
Crooked Arrow Inn
Crow's Corpse
FIB Tavern

Filthy Harald's Fine Ales and Spirits
Hacker Hotel
House of Booze
Mousillon Tentacles Hotel
Oswald's Folly
Poison Feast
Portly Mallard
Skinned Cat

Slag End
Spiked Ball
Sting-Fella's
The Gizzard
The Krafty Snotling
Wailing Banshee Nightclub
Ye Olds Salutation
Ye Olde Trip to Araby



Shops

B-BA (pronounced Bee-Bay)
Brown Water Centre

Chaos Giftshop
eVilBay

Talismans "R" Us



Beauty and Cosmetics

Brides of Khaine Cosmetics Emporium
Gorenier

Oil of Molay
Snowpelts: Hair Care with Flair

Tommy Hell-Figure



Clothing suppliers and brands

Air Oberwalds
Collars by Khorne
Hoofwear

Loinclot
Norsca Face

Orcidas
Reptilewear



Guilds & Associations

Allied Guild of Goblin Mud Wrestling
Altdorf Master Jewellers Guild
Association for the Revolution of Self-Euthanasia (ARSE)
Black Sorcerers Guild
Bookmakers Guild
Clairvoyants Guild
Dungeon Keepers Guild

Dwarf Engineers Guild
Dwarf Scribes and Book-Keepers Guild
Eyes of Altdorf
Guild of Bandits and Associated Trade
Guild of Morticians
Imperial Clothiers Guild

Metalworkers Guild
Referees and Allied Rulekeepers Guild
The Dwarven Architects Guild
Thrice Damned Guild of Necromancers
Wreckers Guild
Young Mushroom Farmers



Educational & Youth Facilities

Barak Varr All Dwarf College
Bluchen University
Colleges of Magic
Darkside Academy
Darkthunder High
Engineering School of Altdorf
Imperial Artillery School

Jeremiah's Kool Kids Programme
Lakeside Academy for Gentlemen
Little Carnosaur School of Blood Bowl
Loren Forest College
Mootland College of Catering
Mother Superior's School for the Blind
Naggaroth Young Ladies Finishing School

Nuln College of Advanced Mathematics
Old World Children's Society
Skavenblight University of Sublime Treachery
Underearth University
University of Kayro
University of Ostland von Strudel



Professional & Financial Services

Bank of Altdorf
Brecher International
Conglomerated Holdings (BICH)

Dungflinger, Grotznik and Snitch
Middenland Bank

Nickit & Scarpa
Star Insurance Guild



Racial Societies

*Da Union of Malcontent Black Orcs
(DUMBO)
Goblin Players Society
Help for Halfings*

*Old Troll Rescue Association
Society Against the Stereotyping
of Ogres*

*Society To Incarcerate Furry
Freaks (STIFF)
Troll Players Society*



Travel & Transport Companies

*Cragfall's Catacomb Cartography
Four Seasons Coaching Line*

*Makaisson & Sons
Svensson's Shipping Co.*

*Wolf Runner Coaches
Zibbit's Pump Wagons*



Cleaning & Pest Control

*Acne-Clear Corporation
Fly Guys Laundry Service*

*Pest-Be-Gone
Squig 'n' Brite Cleaner*

Tick-Be-Gone



Health & Wellbeing

*Agmund's Apothecary
Blood Donor Service*

Rockbeard's Rage Rehab

Skink Fitness Club



Other companies

Circle of Happy Serenity
Cirque de Bilite Travelling Show
DeathHex
Dr Bauer's Prototype Portals
Farblast & Sons Ordnance Solutions

Goblin Gamblings
Grapple
Imperial Mines
Juvenile Hound Toilet Roll
Other Side

Parstowne XIII
The Ilthramar Reproduction Company
Trollguts's Travelling Circus
Wolfleg Lead Mines



Next month's Issue of Gridiron Gazette

Next month we switch back to our team reviews and this time focus on one of the newly formed teams – the Black Orcs!
In the issue we will be examining such questions as –

- What does Mad Jonnen keep in his pocket?
- The great green divide – how did the Raiders and Greenskins get so zoggin good?
- Which team has terrible dental problems?
- Star profile: Varag Ghoulchewer – why can't we show you his tattoos?



Final Fact!

Probably one of the most unlikely advertising deals was the pairing of Morg 'N' Thorg and Juvenile Hound toilet roll. Images of Morg abounded with him cheerfully exclaiming "My fists might be like granite, but my cheeks are as soft as silk! That's why I use Juvenile Hound Bog Roll!". They wiped the err . . . floor . . . with the opposition as sales went up 25% overnight!