

Unassuming Cue Bid

- The Unassuming Cue Bid (UCB) is a bid of the opponent's suit, after your partner has made a suit overcall.
- It is used to show support for partner's suit, and interest in game. It is also known as the Invitational Cue Bid. It is used to invite game in partner's suit – in other words, a hand where you would have raised at least to the 3 level.

DLR: North		W	N	E	S
			1♦	1♠	P
		2♦*	P	2♠	P
		P	P		
♠ K J 6 4 ♥ A Q 6 ♦ 5 4 ♣ 10 4 3 2 (10pts)	W E S	♠ A Q 10 9 3 ♥ K 7 2 ♦ 9 8 2 ♣ 8 7 (9pts)			

- Your bid of the opponents suit shows good support for partner (10+ points).
- It invites partner to bid game if he had a maximum overcall.

DLR: North		W	N	E	S
			1♦	1♠	2♦
		3♦*	P	3♠	P
		P	P		
♠ K J 6 4 ♥ A Q 6 ♦ 5 4 ♣ 10 4 3 2 (10pts)	W E S	♠ A Q 10 9 3 ♥ K 7 2 ♦ 9 8 2 ♣ 8 7 (9pts)			

- Your bid of the opponents suit shows good support for partner (10+ points).
- It invites partner to bid game if he had a maximum overcall.

DLR: North	♠ 8 7 ♥ J 10 7 5 ♦ A K J 10 3 ♣ A 6 (13pts)	W	N	E	S
			1♦	1♠	2♦
		3♦*	X		
♠ K J 6 4 ♥ A Q 6 ♦ 5 4 ♣ 10 4 3 2 (10pts)	W E S	♠ A Q 10 9 3 ♥ K 7 2 ♦ 9 8 2 ♣ 8 7 (9pts)			

- A double of the UCB shows a good suit, and that you are happy to have that suit led

DLR: North		W	N	E	S
			1♦	1♠	2♦
		3♦*	P	4♠	P
		P	P		
♠ K J 6 4 ♥ A Q 6 ♦ 5 4 ♣ 10 4 3 2 (10pts)	W E S	♠ A Q 10 9 3 ♥ K 7 2 ♦ 9 8 2 ♣ A Q (15pts)			

- Your bid of the opponents suit shows good support for partner (10+ points).
- It invites partner to bid game if he had a maximum overcall.

- A jump raise to the 3 level of your partner's suit is used as a weak bid – based on trump length (at least 4 trumps), designed to put maximum pressure on the opponents. This jump raise to the 3 level follows the Law of Total Tricks – with 9 or more combined trumps, you can compete to the 3 level – and it is best to do so right away because of the pre-emptive value this has.
- The Unassuming Cue Bid can be used both when the opponents have found a fit or not. In either case, bid the suit the opponent's **first** bid to show a limit raise or better.

DLR: North VUL: NS		W	N	E	S
			1♥	1♠	2♥
♠ K Q 6 4 ♥ 10 ♦ 5 4 3 ♣ J 10 4 3 2 (6pts)	W E N S				

DLR: North VUL: NS		W	N	E	S
			1♥	1♠	2♥
		3♠			
♠ K Q 6 4 ♥ 10 ♦ 5 4 3 ♣ J 10 4 3 2 (6pts)	W E N S				

DLR: North VUL: NS	♠ 7 2 ♥ K Q 5 4 3 ♦ A J 7 ♣ K Q 6 (15pts)	W	N	E	S
			1♥	1♠	2♥
		3♠	P	P	P
♠ K Q 6 4 ♥ 10 ♦ 5 4 3 ♣ J 10 4 3 2 (6pts)	N W E S	♠ A J 10 9 3 ♥ A 7 2 ♦ K 8 2 ♣ 8 7 (12pts)			
	♠ 8 5 ♥ J 9 8 6 ♦ Q 10 9 6 ♣ A 9 5 (7pts)	Makeable: N/S 3♥ E/W 3♠			

DLR: North VUL: NS	♠ 7 2 ♥ K J 5 4 3 ♦ A K 7 ♣ K Q 6 (16pts)	W	N	E	S
			1♥	1♠	2♥
		3♠	P	P	P
♠ K Q 6 4 ♥ 10 ♦ 5 4 3 ♣ J 10 4 3 2 (6pts)	N W E S	♠ A J 10 9 3 ♥ A 7 2 ♦ J 8 2 ♣ 8 7 (10pts)			
	♠ 8 5 ♥ Q 9 8 6 ♦ Q 10 9 6 ♣ A 9 5 (8pts)	Makeable: N/S 4♥ E/W 2♠			

DLR: North VUL: NS		W	N	E	S
			1♣	1♥	1♠
		?			
♠ 8 7 ♥ A J 10 4 ♦ 9 8 2 ♣ 10 4 3 2 (5pts)	W E N S				

DLR: North VUL: NS		W	N	E	S
			1♣	1♥	1♠
		3♥	P	P	P
♠ 8 7 ♥ A J 10 4 ♦ 9 8 2 ♣ 10 4 3 2 (5pts)	W E N S	♠ 10 9 4 ♥ K Q 9 7 6 ♦ A 7 ♣ A 7 6 (13pts)			

DLR: North VUL: NS		W	N	E	S
			1♣	1♥	1♠
		?			
♠ 8 7 ♥ A 10 2 ♦ K 10 4 8 2 ♣ 10 4 3 (7pts)	W E S N				

DLR: North VUL: NS		W	N	E	S
			1♣	1♥	1♠
		2♥			
♠ 8 7 ♥ A 10 2 ♦ K 10 4 8 2 ♣ 10 4 3 (7pts)	W E S N	♠ 10 9 4 ♥ K Q 9 7 6 ♦ A 7 ♣ A 7 6 (13pts)			

DLR: North VUL: NS		W	N	E	S
			1♣	1♥	1♠
		?			
♠ 8 7 ♥ A J 10 ♦ K Q J 8 2 ♣ 10 4 3 (11pts)	W E S N				

DLR: North VUL: NS		W	N	E	S
			1♣	1♥	1♠
		2♣	P	4♥	P
♠ 8 7 ♥ A J 10 ♦ K Q J 8 2 ♣ 10 4 3 (11pts)	W E S N	♠ 10 9 4 ♥ K Q 9 7 6 ♦ A 7 ♣ A 7 6 (13pts)			

I have come across a number of different explanations of why this bid has this name.

Perhaps the most likely one is that unlike with most cue bids, which show a control in the suit, it does not say anything about your holding in the suit you bid.

Other Uses for the Unassuming Cue Bid

Some partnerships attach other meanings and uses for the Unassuming Cue Bid. Some of these are:

- The Unassuming Cue Bid can also be used when your partner opens with 1 of a suit, and there is a suit overcall. This frees up a direct raise to the 3 level to be a weak bid, based on good trump support.
- The Unassuming Cue Bid shows any strong hand – any does not require support for partner's suit

I do not particularly recommend either of these treatments (at least not to start with), but you may come across them.