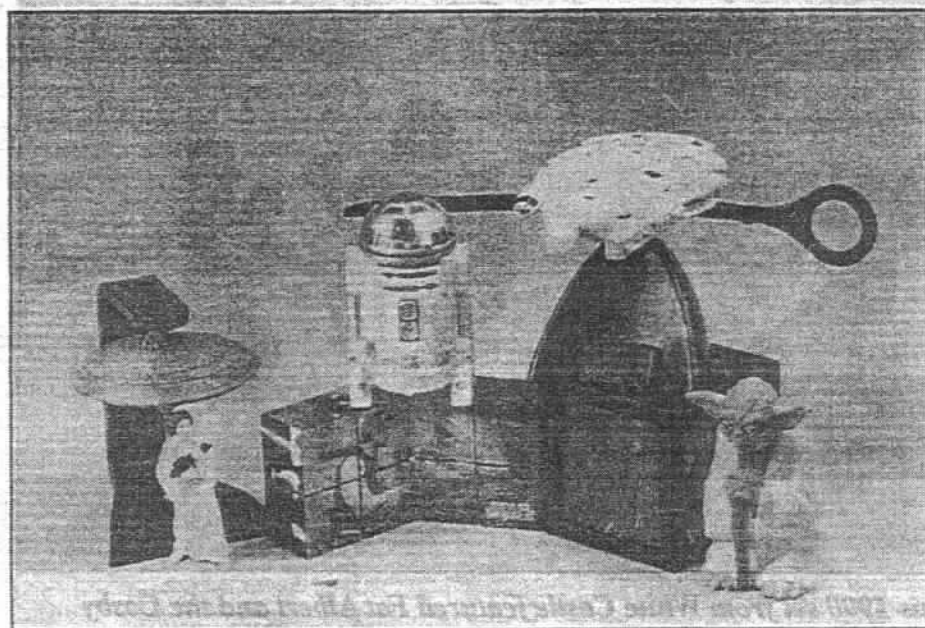


# The 25 GREATEST Fast Food Toys

Restaurant premiums have been around for over 20 years. *Toy Shop* recognizes some of the greatest contributions to the fast-growing hobby of collecting fast food toys.

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*Taco Bell realized the power of the Force earlier this year with some of the best toys ever based on Star Wars. A hologram cube featuring Darth Vader and Yoda is sure to be a classic of fast food toys.*

over \$500 for the box. These items are a premium due to its scarcity. Ronald have sold for up to three times this is valued at \$3 loose, \$6 MIP.

By Jeff Escue

Remember McDonald's 101 Dalmatians toy promotion — where the restaurant chain offered 101 versions of the spotted canines?

What about Taco Bell's recent spectacular *Star Wars* toys?

Maybe these recent examples are some of your favorite fast food toy premiums. Maybe you have others.

In the more than 20-year history of fast food toy premiums, hundreds of toys have been offered by more than 30 restaurants. Many of the toys have been played with, discarded and long forgotten. Others are enjoying a healthy life on the secondary market, as favorites for collectors.

Listed below are 25 of the most important fast food premiums of all time. Some of these sets are common and of little value but are included because they may have had a powerful impact on the fast food hobby as we know it today. Toys are listed alphabetically by restaurant.

## ARBY'S

*Looney Tunes, figures on base, 1987, set of seven.* This chain has done a few truly great looking promos, and combined with the fact that they sell few premiums gives the collector scarcity. In 1987-1989, Arby's ran successive Looney Tunes promotions. Many of these sets are quite rare, although not at all expensive, yet. The most interesting of these sets is the 1987 set of seven figures on oval bases featuring Bugs Bunny, Porky Pig, Yosemite Sam, Sylvester,

## TACO BELL

*Star Wars, 1997, set of eight.* This set contains one of the best toys ever issued — the Yoda/Darth Vader hologram cube. You have to see one to believe it. Tilt the cube one way you see a 3D Yoda; tilt again and you see Darth Vader.

Toys are worth \$2 each loose or \$3 MIP. The three boxes sell for \$1 each.