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Star Wars snacks and prizes

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Obviously many many many companies have chosen to affiliate their products with "Star Wars" while they still can. From breakfast to dessert and everything in between, it seems nothing is off-limits. We've rounded up some of the most interesting items and offers of the bunch, all of which are available at local grocery stores, toy stores and gas stations unless otherwise noted.

The rainbow flavor of Skittles stays the same, but there are 48 original packages and opportunities to hunt for General Grievous at www.skittles.com. The winners receive the whole collection of packages.

Some specially marked packages of Pop Tarts will play "The Imperial March," Darth Vader's theme song, when you open them. If yours does, and you have a game piece inside that says you win, you'll get a Darth Vader voice changer free!

Giant Pez dispensers! That talk! Yoda, for example, might say, "Do, or do not. There is no try." Or he might play the "Star Wars" theme. Plus it spits out whole packages of Pez.

Kellogg's cereals went to town with "Star Wars" characters prominently displayed on the packaging. Some, such as Frosted Flakes, include a free Light-up Saberspoon inside. But if you're a Crispix fan, save your UPCs, fill out a form and mail it in with \$6.99 to receive a beeping R2-D2 snack bowl.

There are actually a bunch of prizes Kellogg's brand UPCs can get you. Keebler Fudge Shoppe cookies, cereals and other products can lead you to cookie jars, DVDs, posters and more. Check out www.kelloggs.com for details.

Cheeze-It packaging features major characters, including C-3PO and R2-D2, and includes a mail-in offer for an exclusive poster for \$2.99 and 2 UPCs.

Probably the best of the bunch, or at least the most dedicated, M&Ms wasn't satisfied just slapping a special label on and calling it done. They've altered the product itself, making both peanut and regular M&Ms available for a limited time with a dark chocolate center and dark colored shell. The packaging features icons of the Dark Side, such as Vader and the Emperor. Even the milk chocolate centered candies have limited-edition light colored shells and packaging featuring good guys such as Yoda and Obi-Wan. There are 72 different collectable packages in all.

Kellogg's Fruit Snacks also took the plunge, shaping these treats like Yoda, Chewbacca, Darth Vader and more.

Burger King has a huge promotion going on with lots of "Star Wars" angles. Kids' meals feature 31 collectible Super-D toys. Separately, they cost \$1.29. Value meals offer several opportunities to "Choose Your Destiny," with scratch-off games and cash prizes up to \$1 million instantly or SUVs, electronics or food items. Free "Star Wars" Burger King crowns also abound.

Lay's potato chips packages include a small promo with huge payoffs. A free sticker is just the beginning. Find the Yoda sticker and you could win a Florida vacation, home entertainment system or a Movie Cash ticket package.

2002 Lucas Skywalker Ranch Viandante del Cielo Chardonnay was such a hit, it's sold out ... twice. Check www.niebaum-coppola.com for possible future availability.

If you're looking to quench your "Star Wars" thirst with something more mainstream, and kid-friendly, Pepsi has you covered.

Buy 12- and 24-can packs of Pepsi products for chances to play "Call Upon Yoda" and win cash and toy prizes or free 2-liter bottles with "Star Wars" character labels.

Not that we've seen one around here lately, but if you're on the road, 7-Eleven and Mountain Dew also have a cross-cross-promotion in place. The Darth Dew Slurpee is available, in collectible 3-D cups, nationwide until the end of May.

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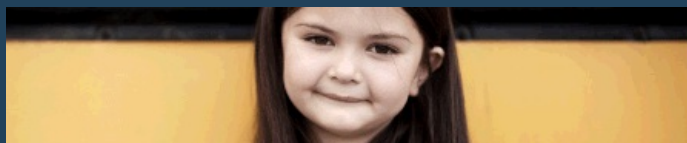
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