



FOR IMMEDIATE RELEASE

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READI-BAKE® Introduces All Natural Gourmet Cookies

Enjoy the latest and greatest line extension from READI-BAKE® ...All Natural, Gourmet Cookies. These All Natural options are available in three exciting flavors: Chunky Chocolate, Chunky White Chip Macadamia Nut and Raisin Nut Honey. Their distinctive square appearance offers on-shelf differentiation to customers making finding their favorite cookies easier than ever.

One of the benefits to offering an All Natural cookie means that our products do not contain any unnecessary or unwanted “extras” typically associated with indulgent foods. These cookies do not contain artificial colors or sweeteners. They are not made with hydrogenated oils and they do not contain any preservatives. By keeping on-trend, your customers will agree that all of these “negatives” make for one positively delicious cookie!

READI-BAKE® Gourmet Cookies are proud to boast over 33% particulates in every cookie. The Gourmet Cookie line offers multiple varieties and 3 sizes guaranteed to meet consumer needs. In order to give your foodservice operation the convenience they deserve, our frozen cookies are layer packed, which makes for easy case count and pack separation. For more information call 888-JJ-SNACK, ext 750 or visit www.jjsnackfoodservice.com for additional details.

J&J Snack Foods Corp. (NASDAQ: JJSF) manufactures an expanding variety of nutritional snack foods to the food service and retail supermarket industries. Its principal products include frozen soft pretzels under SUPERPRETZEL®, Pretzel Fillers® and other brand names; ICEE® and SLUSH PUPPIE® frozen beverages; LUIGI'S® Real Italian Ice; frozen juice bars under the Minute Maid®, CHILL®, Barq's®, Whole Fruit®, Fruit-a-Freeze® and SHAPE UPS® brand names; TIO PEPE'S® churros™; THE FUNNEL CAKE FACTORY® funnel cakes; and baked goods under the Country Home Bakers®, READI-BAKE®, Mrs. GoodCookie®, CAMDEN CREEK®, MARY B's® and Daddy Ray's® brands.