



FOR IMMEDIATE RELEASE

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Soup's On For Pretzel Flavored Coburg Rolls!

Part of the new Bavarian Bakery™ brand family of products, J&J Snack Foods is introducing delicious Bavarian Pretzel Rolls. They are a pretzel flavored Coburg roll. A unique substitute for ordinary soup-side breadsticks. The Bavarian style pretzel rolls are versatile and can be topped with coarse sea salt, sesame seeds, poppy seeds or served plain.

For Full-Serve and Casual Dining restaurants who are following the soup in bowl bread trend, the Bavarian Pretzel Roll offers a mini boule option, and can hold creamy soups. The Bavarian Pretzel Rolls are pre-baked, labor saving rolls that you simply thaw and serve. To achieve that "fresh out of the oven" appeal, the Bavarian Pretzel Rolls can also be heated to serve.

The Bavarian Bakery™ brand is made up of various shapes and sizes including pretzel rolls, sticks, braids and the original pretzel twists.

J&J Snack Foods is known for our niche snack food offerings. We use only the finest ingredients and make no compromise on quality. 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.