



FOR IMMEDIATE RELEASE

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Pop Up Your Sales With SUPERPRETZEL® Poppers!

J&J Snack Foods, Corp. is pleased to announce an exciting new product to our SUPERPRETZEL® line- SUPERPRETZEL® Poppers. These one-bite snacks offer the same great taste of hand twisted gourmet soft pretzels with delicious fillings and toppings in a pop-able 0.5 oz. size. SUPERPRETZEL® Poppers are fully baked, making them easy to prepare-just fry, bake or microwave. Available in six flavors: cheddar, jalapeno, pizza, apple cinnamon, cinnamon and sweet cream cheese, these sweet and savory varieties are ideal for any foodservice day part.

Also available separately Grab n' Go cup kits. These cups are designed with eye-catching graphics featuring all flavors for easy indication along and a clear dome lid with ventilation.

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®, Jana's® and Daddy Ray's® brands.