



**FOR IMMEDIATE RELEASE**

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**J&J Snack Foods Heads To The Tropics-  
Introducing LUIGI'S® Real Italian Ice; Tropical Flavors**

Treat your taste buds to a tropical paradise with LUIGI'S® Real Italian Ice, **NEW** Mango and Piña Colada variety pack! LUIGI'S® Real Italian Ice, the #1 brand of Italian Ice in the world, is bursting with flavor and is the ideal frozen treat. Recognizing the growing popularity of tropical Italian Ice flavors at roadside stands, LUIGI'S® Real Italian Ice brings to you these new flavors, in six-count 6 fl. oz. cups, enjoyed by all children, teens and adults alike.

The light, soft texture of LUIGI'S® leaves you refreshed with every bite. The entire LUIGI'S® line is naturally flavored with real fruit juice, is fat free, cholesterol free, dairy free and a great alternative to indulgent desserts. The 6 fl. oz. cups are single serve and portion controlled.

All LUIGI'S® Real Italian Ice items are manufactured using pure filtered water. This process is exclusive to all J&J Snack Foods' frozen novelty items manufactured at its MIA Products facility in Scranton, PA. This tropical family treat, and healthier alternative to indulgent desserts will be available beginning March 2006.

Many debate the folklores around the creation of Italian Ice. Western historians believe the refreshing treat was discovered accidentally under the Roman Emperor Nero's rule. It was when Nero's servant was up in the hills, chilling the emperor's wine, that mountain snow was mixed with the drink. The quick-freezing effect caused a liquid ice consistency. Others believe the Chinese gave Marco Polo the treat. Marco Polo enjoyed it so much, that he took the idea with him when returning to Europe, thus becoming "Italian Ice."

LUIGI'S® Real Italian Ice may not date back to ancient time, but it is by far the best tasting and most enjoyed! For LUIGI'S® Real Italian Ice trivia and details, log on to [www.luigis.com](http://www.luigis.com).

For additional retail product information call 888-JJSNACK ext. 251, or visit [www.jjsnack.com](http://www.jjsnack.com).

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® frozen beverages; LUIGI'S® Real Italian Ice and MAMA TISH'S Premium Italian Ices; frozen juice bars under the Minute Maid®, CHILL®, Barq's®, and SHAPE UPS® brand names; TIO PEPE'S® churros™; THE FUNNEL CAKE FACTORY® funnel cakes; and cookies under the READI-BAKE®, Mrs. GoodCookie® and CAMDEN CREEK® brands.