



**FOR IMMEDIATE RELEASE**

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**LUIGI'S**  
**REAL ITALIAN ICE**



## **J&J Snack Foods Corp. Introduces LUIGI'S® Real Italian Ice In Tropical Flavors**

Now consumers can experience tropical paradise with LUIGI'S® Real Italian Ice, in **NEW** Mango, Piña Colada and Kiwi-Strawberry flavors! LUIGI'S® Real Italian Ice, the #1 brand of Italian Ice in the world, has historically been offered solely in classic Lemon, Strawberry and Cherry flavors. Recognizing the growing popularity of tropical Italian Ice flavors at road side stands, LUIGI'S® Real Italian Ice introduces these new tropical flavors, in 4 fl. oz squeeze tubes, ideal for all demographics.

Unlike other rigid and ice like Italian Ices, 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, fat free, cholesterol free and dairy free and a great alternative to ice cream. The 4 fl. oz squeeze tube grab-n-go packaging is ideal for any convenience store, leisure & entertainment and QSR location.

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.

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 READ-BAKE®, Mrs. GoodCookie® and CAMDEN CREEK® brands.