



**FOR IMMEDIATE RELEASE**

**CONTACT:** Stacey Inglis-Baron  
Director of Marketing  
(800) 989-9534, ext. 277  
Email: [singlis-baron@jjsnack.com](mailto:singlis-baron@jjsnack.com)



## **J&J Snack Foods Introduces Extensions of Minute Maid® Soft Frozen Novelties**

Whether consumers prefer a sour lemon or tangy lime, they'll love the refreshing taste of the newest Minute Maid® Soft Frozen novelties. The Minute Maid® brand of frozen novelties is expanding with the introduction of Minute Maid® Soft Frozen Lemonade; Raspberry and Minute Maid® Soft Frozen Limeade; Cherry.

Minute Maid® Soft Frozen Lemonade is now available in a Raspberry Lemonade flavor, in addition to the already popular Lemon and Strawberry flavors. Due to the great success of the Minute Maid® Premium Limeade Juices, offered in both Cherry and Limonada, Minute Maid® Soft Frozen Limeade has been developed. The first of these two flavors making its debut as a soft frozen novelty is Cherry Limeade, which is made with real limes. Minute Maid® Soft Frozen Limeade, Cherry is the ideal balance of sweet cherry taste and tangy limejuice refreshment, appealing to all demographics.

These refreshing new items are available in both a 4 fl. oz squeeze tube and a 12 fl. oz resealable cup. Both packages are ideal for convenience stores, leisure & theme parks, and QSR locations.

All Minute Maid® Soft Frozen Novelties 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.

Minute Maid® is a world famous brand recognized by 98% of consumers and served in over 40 million U.S. households. Minute Maid® Soft Frozen Lemonade was originally created for the 1996 Atlanta Summer Olympic Games where it made its consumer debut. Its taste and refreshing qualities scored so high with the consumers, it was permanently added to the Minute Maid® product line!

Coca-Cola Foodservice and Hospitality serves the restaurant and hospitality industry as part of The Coca-Cola Company (NYSE: KO), the world's leading producer and marketer of soft drinks. Along with Coca-Cola®, recognized as the world's best-known brand, Coca-Cola Foodservice markets four of the world's top five soft drink

brands, as well as premium branded juices, sports drinks, frozen beverages, teas, mixers and bottled waters. Through the world's largest distribution system, consumers in more than 200 countries enjoy products of The Coca-Cola Company at a rate in excess of one billion servings each day. For more information on serving our products, call 1-800-241-COKE.

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<sup>®</sup>, Pretzel Fillers<sup>®</sup> and other brand names; ICEE<sup>®</sup> frozen beverages; LUIGI'S<sup>®</sup> Real Italian Ice and MAMA TISH'S Premium Italian Ices; frozen juice bars under the Minute Maid<sup>®</sup>, CHILL<sup>®</sup>, Barq's<sup>®</sup>, and SHAPE UPS<sup>®</sup> brand names; TIO PEPE'S<sup>®</sup> churros<sup>™</sup>; THE FUNNEL CAKE FACTORY<sup>®</sup> funnel cakes; and cookies under the READ+BAKE<sup>®</sup>, Mrs. GoodCookie<sup>®</sup> and CAMDEN CREEK<sup>®</sup> brands.

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6000 Central Highway, Pennsauken, NJ 08109 • 888-JJSNACK • [www.jjsnackfoodservice.com](http://www.jjsnackfoodservice.com)

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