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FOR:

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**J & J SNACK FOODS
REPORTS RECORD FIRST QUARTER SALES
AND 26% INCREASE IN EARNINGS**

Pennsauken, NJ, January 25, 2007 – J & J Snack Foods Corp. (NASDAQ-JJSF) today announced record sales and earnings for the first quarter ended December 30, 2006.

Sales increased 5% to \$114.1 million from \$108.6 million in last year's first quarter. Net earnings increased 26% to \$3.8 million in the current quarter from \$3.0 million last year. Earnings per diluted share were \$.20 for the first quarter compared to \$.16 last year. Operating income increased 22% to \$5.1 million in the current quarter from \$4.2 million in the year ago quarter.

Gerald B. Shreiber, J & J's President and Chief Executive Officer, commented, "All of our business units contributed to the successful quarter. We are hopeful of continuing this performance for this fiscal year and beyond."

J & J Snack Foods Corp.'s principal products include SUPERPRETZEL, PRETZEL FILLERS and other soft pretzels, ICEE, SLUSH PUPPIE and ARCTIC BLAST frozen beverages, LUIGI'S, MAMA TISH'S, SHAPE UPS, MINUTE MAID* and BARQ'S** and CHILL*** frozen juice bars and ices, TIO PEPE'S churros, THE FUNNEL CAKE FACTORY funnel cakes, and MRS. GOODCOOKIE, CAMDEN CREEK, COUNTRY HOME and READI-BAKE cookies. J & J has manufacturing facilities in Pennsauken, Bridgeport and Bellmawr, New Jersey; Scranton, Hatfield and Chambersburg, Pennsylvania; Carrollton, Texas; Atlanta, Georgia and Vernon, (Los Angeles) California.

*MINUTE MAID is a registered trademark of The Coca-Cola Company.

**BARQ'S is a registered trademark of Barq's Inc.

***CHILL is a registered trademark of Wells Dairy, Inc.