

FOR IMMEDIATE RELEASE
FOR:

Contact: Dennis G. Moore
Senior Vice President
Chief Financial Officer
(856) 665-9533, ext. 268



6000 Central Highway
Pennsauken, NJ 08109

J & J SNACK FOODS
REPORTS DIP IN FOURTH QUARTER EARNINGS

Pennsauken, NJ, November 8, 2007 -- J & J Snack Foods Corp. (NASDAQ-JJSF) today reported record sales and earnings for its 2007 fiscal year.

Sales for the fiscal year ended September 29, 2007 (52 weeks) increased 11% to \$568.9 million from \$514.8 million in the fiscal year ended September 30, 2006 (53 weeks). Net earnings increased 9% to \$32.1 million in fiscal 2007 from \$29.5 million in fiscal 2006. On a per diluted share basis, earnings increased 8% to \$1.69 from \$1.57. Operating income increased 8% to \$48.6 million this year from \$45.1 million in the year ago period.

For the fourth quarter ended September 29, 2007 (13 weeks), sales increased 5% to \$162.2 million from \$154.1 million in the fourth quarter ended September 30, 2006 (14 weeks). Net earnings decreased 9% to \$10.5 million in the current year quarter from \$11.5 million. Earnings per diluted share were \$.55 this year compared to \$.61 last year. Operating income decreased 9% to \$16.4 million from \$18.1 million in the year ago period.

Gerald B. Shreiber, J & J's President and Chief Executive Officer, commented, "Although our ICEE and Frozen Beverages group did contribute both increased sales and earnings in the quarter, our other business' segments were impacted by sharply increasing raw material and packaging costs."

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, WHOLE FRUIT sorbet, FRUIT-A-FREEZE frozen fruit bars, MARY B'S biscuits and dumplings, DADDY RAY'S fig and fruit bars, 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; Moscow Mills, Missouri; Pensacola, Florida and Vernon and Newport, 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.

