



FOR IMMEDIATE RELEASE

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J&J Snack Foods Introduces Pretzel Fillers® Stuffed Soft Pretzels; German Chocolate Cake.

J&J Snack Foods Corp. introduces Pretzel Fillers® Stuffed Soft Pretzels in a new decadent German Chocolate Cake flavor. This indulgent soft pretzel is a chocolate flavored dough, stuffed with a sweet, buttery, pecan-toasted coconut filling and topped with shreds of coconut; making the perfect anytime snack. The moist chocolate and coconut taste will conquer your taste buds at first bite!

Americans have been enjoying German chocolate cake desert for over 50 years. Many think the cake is derived from Germany, but you don't have to be German to enjoy this treat! German Chocolate Cake was actually created by a Texas homemaker in 1957, using a brand of chocolate called "German's" which was developed in 1852 by Englishman, Sam German.

Pretzel Fillers® are the new generation of soft pretzels! These award winning, hand-twisted, soft pretzels separate themselves from all others with their delicious fillings and pre-applied toppings. Pretzel Fillers® are also available in Pizza, Jalapeno-n-Cheese, Sweet Cream Cheese, Apple Pie, Cheddar Cheese, Cinnamon Bun, and Chipotle-n-Cheddar Spiced with TABASCO® Brand Chipotle Pepper Sauce flavors.

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