

**FOR IMMEDIATE RELEASE**



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## **J&J Snack Foods Appoints Vincent Melchiorre As Executive Vice President**

Pennsauken, New Jersey, June 5, 2007 ...J&J Snack Foods Corp. (NASDAQ:JJSF) announced today the appointment of Vincent A. Melchiorre as Executive Vice President of J&J Snack Foods Corp. and President of Country Home Bakers Inc. He will report to Gerald B. Shreiber, President and Chief Executive Officer. His appointment is effective June 11, 2007.

Melchiorre will be responsible for Sales & Marketing of J&J's snack food businesses, as well as overall management of Country Home Bakers. He will also assume the role of Chief Marketing Officer, replacing Michael Karaban, who had previously announced his retirement effective October 2007.



Melchiorre was most recently Senior Vice President of Weston Foods USA, responsible for leadership of the \$1.2 billion Bread and Roll business. Prior to that he was Senior Vice President of Sales and Chief Marketing Officer for the Tasty Baking Company. He previously spent over 20 years at The Campbell Soup Company, where he held the positions of Vice President of Marketing for Pepperidge Farm's Biscuit and Cookie Division and, before that, Business Director of the company's flagship Red & White Soup business.

Gerry Shreiber commented "Vince has a proven record for winning in the marketplace. He has demonstrated leadership and the ability to grow brands and businesses. We are delighted to have him join J&J as we plan our ongoing growth."

"I am incredibly excited to be joining the team at J&J Snacks. This is a fantastic organization with terrific people, awesome products, and a proven track record of sustained success." Said Melchiorre.

Melchiorre earned a bachelor's degree in Business Administration from LaSalle University and an MBA from the Wharton School of the University of Pennsylvania.

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® and SLUSH PUPPIE® frozen beverages; LUIGI'S® Real Italian Ice; frozen juice bars under the Minute Maid®, CHILL®, Barq's®, Whole Fruit®, Fruit-a-Freeze® and SHAPE UPS® brand names; TIO PEPE'S® churros™; THE FUNNEL CAKE FACTORY® funnel cakes; and baked goods under the Country Home Bakers®, READI-BAKE®, Mrs. GoodCookie®, CAMDEN CREEK®, MARY B's® and Daddy Ray's® brands.

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