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## **J&J Snack Foods Appoints McComas, Certified Master Baker, As National Director of Product Development**

Pennsauken, NJ – October 2005, J&J Snack Foods Corp. announces the appointment of Don McComas as National Director of Product Development. Formerly the National Director of Product Development for Country Home Bakers, a subsidiary of J&J Snack Foods, Don's responsibilities have been expanded to include corporate product development initiatives for all divisions of J&J Snack Foods Corp.

McComas has over 20 years experience in the bakery industry. Prior to joining JJSF, he worked as the Corporate Chef for Pillsbury Bakeries and Foodservice, and Hazelwood Farms Bakeries. Don will be working with the JJSF National Accounts team utilizing his technical expertise and strong background in product development and formulation to create signature menu items for regional and national chains.

Don is a qualified Certified Baker by American Institute of Baking (A.I.B.) and qualified as a Certified Master Baker by the Retailers Bakery Association (R.B.A.). He was the 129<sup>th</sup> baker to be given his CMB status. There are only 150 CMB's in the United States. Qualifications for certification include a minimum of 8 years work experience in the bakery industry, various critical examinations, a dedication to teach and train on the art of baking, and a commitment to continuing education in the bakery field. Don is also a member of the Retail Bakers of America, Research Chef's Association, and American Culinary Federation.

"Don's expertise and knowledge in the baking industry will further enhance J&J Snack Foods' development of new products and business opportunities," stated Gerry Shreiber, CEO/President of JJSF.

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 READI-BAKE<sup>®</sup>, Mrs. GoodCookie<sup>®</sup> and CAMDEN CREEK<sup>®</sup> brands.