

FOR IMMEDIATE RELEASE

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Celebrate National Soft Pretzel Month with SUPERPRETZEL® Soft Pretzels!

April is National Soft Pretzel Month and there is no better way to celebrate than with SUPERPRETZEL Soft Pretzels. SUPERPRETZEL Soft Pretzels are the #1 selling soft pretzel with a proven name and a consistent quality. Nothing satisfies like the fresh baked taste of SUPERPRETZEL Soft Pretzels. They're delicious, nutritious and flash frozen for their just-baked freshness. Try a variety of SUPERPRETZEL Soft Pretzels in the month of April with PretzelDogs, Pretzels, Softstix, and the original SUPERPRETZEL.

SUPERPRETZEL Soft Pretzels are celebrating National Soft Pretzel Month with **30 Days of Pretzel-ing**. On SUPERPRETZEL's Facebook page fans can participate in giveaways, promotions, recipe ideas, fun facts, and even videos from throughout the years. The SUPERPRETZEL Street Team will hit the streets with JJ, their lovable mascot, throughout April to meet our SUPERPRETZEL fans. On April 26th, National Soft Pretzel Day, JJ and the SUPERPRETZEL Street Team are planning fun surprises for all of their SUPERPRETZEL fans - so be sure to like SUPERPRETZEL on Facebook!



New to the SUPERPRETZEL family, SUPERPRETZEL announces Sweet Cinnamon Pretzels. SUPERPRETZEL took perfectly soft & sweet dough, infused it with bursts of cinnamon, and added a cinnamon-sugar topping packet to create this tasty treat. Microwaveable and ready in seconds, these SUPERPRETZEL Sweet Cinnamon Pretzels are a perfect snack the whole family will enjoy. Scan the QR code to learn more!

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** 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 and CALIFORNIA CHURROS 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 Norwalk, California.

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

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

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