

FOR IMMEDIATE RELEASE:



Contact: Alissa Davis
Director Retail Marketing
856-532-6615
ADavis@jjsnack.com

J&J Snack Foods Corp Acquires Kim & Scott's Gourmet Pretzels



Pennsauken, NJ, June 8, 2012 - - J & J Snack Foods Corp. (NASDAQ-JJSF) has acquired the assets of Kim & Scott's Gourmet Pretzels. Kim & Scott's is distributed throughout foodservice & retail channels.

Gerald B. Shreiber, President and Chief Executive Officer of J & J Snack Foods Corp., commented, "We are pleased to welcome the Kim & Scott's family into our organization. We look forward to expanding the brand in the future."

Kim & Scott's is an entrepreneurial company built on hard work and a love for soft pretzels. Co- Founder, Scott Holstein, will continue to work for the company. The Chicago based soft pretzel manufacturer utilizes all-natural, premium ingredients in every hand twisted & scratch-made product.

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, MINUTE MAID* 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 several cookie brands within COUNTRY HOME BAKERS. 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; Vernon and Norwalk, California; Holly Ridge, North Carolina; Weston, Oregon and newly acquired Chicago, Illinois.

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