



For Immediate Release

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Whole Fruit® Introduces Whole Fruit® Smoothie

J & J Snack Foods is pleased to announce the newest addition to the Whole Fruit Line, Whole Fruit Smoothie. Available in three flavors: Mixed Berry, Pineapple Mango, and Strawberry Banana. This new item launch is what consumers have been waiting for! Each 4 fl. oz. cup is only 100 calories of smooth, creamy and delicious fruitiness using the highest quality ingredients. The perfect blend of fruit and milk, Whole Fruit Smoothie delivers superb taste and quality, with better-for-you benefits. Just like the name says, Whole Fruit Smoothie has real pieces of fruit in each cup. Every cup is ready to eat, just take off the lid, grab a spoon and enjoy! Looking for a drinkable treat? Pop the cup in the microwave for 20 seconds and enjoy.

The entire brand Whole Fruit is now on Facebook! For the entirety of July Whole Fruit's Facebook page will have a *Wholesome* month full of giveaways, promotions, recipe ideas, and fun facts. Whole Fruit will show new and creative ways to enjoy Whole Fruit Smoothies, Sorbet, and Fruit Bars and so much 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, 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.

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



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