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**FOR IMMEDIATE RELEASE:**



## ***J&J Snack Foods Corp. adds distribution of line of premium Auntie Anne's® frozen soft pretzel products to its portfolio***

**Pennsauken, NJ, May 19, 2017** - J&J Snack Foods Corp. (NASDAQ: JJSF) strengthens its portfolio with the addition of a line of premium Auntie Anne's® frozen soft pretzel products. Auntie Anne's frozen pretzel line includes pretzels, pretzel nuggets and pretzel sandwiches currently sold in thousands of retailers nationwide. J&J is proud to be the official licensee and distributor of these products.

Auntie Anne's, the world's largest hand-rolled soft pretzel franchise, is known for its freshly baked soft pretzels and signature lemonade. In 2013, the brand expanded its presence onto retailers' shelves with the introduction of frozen pretzel products.

"Our frozen products are an important extension of the Auntie Anne's brand and give our fans the opportunity to conveniently satisfy their cravings anywhere, anytime," said Heather Neary, president of Auntie Anne's.

"We are excited to partner with J&J to expand our portfolio and continue serving our loyal fans." Jerry Law, J&J's Senior Vice President, comments: "We are excited to add the Auntie Anne's brand to our leading retail portfolio along with Minute Maid, OREO, Pillsbury and ICEE. This strategic partnership provides product innovation and incremental sales opportunity to J&J's portfolio. We look forward to leveraging both the newly added premium line of Auntie Anne's frozen soft pretzels to grow the overall category for both JJSF and our customer partners."

**About Auntie Anne's®**

With more than 1,700 locations in 48 states and more than 25 countries, Auntie Anne's mixes, twists and bakes pretzels to golden brown perfection all day long in full view of guests. Auntie Anne's can be found in malls and outlet centers, as well as in non-traditional spaces including universities, airports, Walmarts, travel plazas, military bases, and food trucks. For more information, visit [www.auntieannes.com](http://www.auntieannes.com), or follow on Facebook, Twitter and Instagram. To receive the latest offers – including a free pretzel for your birthday – download the My Pretzel Perks app. Auntie Anne's® is a registered trademark of Auntie Anne's LLC.

**About J&J Snack Foods Corp.**

J&J Snack Foods Corp. is a leader and innovator in the snack food industry, providing nutritional and affordable branded niche snack foods and beverages to foodservice and retail supermarket outlets. Manufactured and distributed nationwide, our principal products include SUPERPRETZEL, BAVARIAN BAKERY and other soft pretzels, ICEE and SLUSH PUPPIE frozen beverages, LUIGI'S, MINUTE MAID frozen juice bars and ices, WHOLE FRUIT sorbet and frozen fruit bars, MARY B'S biscuits and dumplings, DADDY RAY'S fig and fruit bars, TIO PEPE'S, CALIFORNIA CHURROS and OREO Churros, PATIO Burritos and other handheld sandwiches, THE FUNNEL CAKE FACTORY funnel cakes, and several bakery brands within COUNTRY HOME BAKERS and HILL & VALLEY. For more information, please visit <http://www.jjsnack.com>.

*\*MINUTE MAID is a registered trademark of The Coca-Cola Company. \*OREO and the OREO wafer design are registered trademarks of Mondelez International group, used under license.*

*\*Pillsbury® is a registered trademark of General Mills.*