

FOR IMMEDIATE RELEASE
FOR:

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RECORD SALES AND EARNINGS
REPORTED BY J & J SNACK FOODS

Pennsauken, NJ, November 3, 2009 -- J & J Snack Foods Corp. (NASDAQ-JJSF) today reported record sales and earnings for its 2009 fiscal year.

Sales for the fiscal year ended September 26, 2009 increased 4% to \$653.0 million from \$629.4 million in the fiscal year ended September 27, 2008. Net earnings increased 48% to \$41.3 million in fiscal 2009 from \$27.9 million in fiscal 2008. On a per diluted share basis, earnings increased 50% to \$2.21 from \$1.47. Operating income increased 54% to \$66.9 million this year from \$43.3 million in the year ago period.

For the fourth quarter ended September 26, 2009, sales increased 3% to \$182.8 million from \$177.4 million in the fourth quarter ended September 27, 2008. Net earnings increased 32% to \$14.8 million in the current year quarter from \$11.2 million. Earnings per diluted share were \$.79 this year compared to \$.59 last year. Operating income increased 33% to \$23.8 million from \$17.9 million in the year ago period.

Gerald B. Shreiber, J & J's President and Chief Executive Officer, commented, "Continued strong and improving performance from all our business groups contributed to our results for the quarter and the year. Country Home Bakers, our cookie, biscuit and specialty bread business, had an outstanding year. Overall, we benefitted from cost containment while driving sales value."

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 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 Newport, California.

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

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