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J&J Snack Foods Celebrates 40 Years of Frozen

Pennsauken, NJ: 2011 marks the 40th Anniversary for J&J Snack Foods Corp., the world's largest producer of soft pretzels. It was on September 27, 1971, that the assets of J&J Soft Pretzel Company were purchased at bankruptcy auction by Gerald B. Shreiber. At the time, the company had eight employees and sales of less than \$400,000 annually. Today as J&J celebrates 40 years of record sales; it has 2,700 employees, sales of \$700 million and distribution throughout both national and international markets.

For 156 straight quarters, J&J Snack Foods has continued to grow, while remaining a debt-free company. J&J Snack Foods Corp's expanding portfolio of products includes soft pretzels, frozen beverages, frozen juice treats & desserts, churros, funnel cakes, cookies and bakery goods, and other snack foods and drinks. These niche snack food products are available for purchase at nearly 50,000 snack bars, food stands and supermarkets.

"While we are deeply proud of our company's success and its employees' accomplishments, we are equally optimistic about our future and continuing growth and success," said Gerald Shreiber, President/CEO of J&J Snack Foods Corp. "J&J is a rare combination of special niche products, complemented by talented people with superior work ethics sharing common dreams and goals," Gerry further commented.

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; Vernon and Norwalk, California and newly acquired Holly Ridge, North Carolina and Weston, Oregon.

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

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