



FOR IMMEDIATE RELEASE

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NEW Bavarian Bakery Extended Shelf Life Pretzel Products ...Offering the Hottest Bread Trends to In Store Bakeries.

J&J Snack Foods is excited to announce the latest addition to the Bavarian Bakery product line, with the launch of the new ***Extended Shelf Life Pretzel items!***

The Bavarian Bakery Extended Shelf Life line features the same hearty taste, convenience, and unique appearance of traditional Bavarian Bakery products now with a five day extended shelf life. Bavarian Bakery pretzel products serve as perfect appetizers, meal complements, or snacks. Now add the excitement of one of the biggest trends in bread to any home cooked or store-bought meal.

The Bavarian Bakery Extended Shelf Life line offers pretzel rolls, sticks and buns for the whole family to enjoy. All Extended Shelf Life products are sold as a fully baked product, adding value for vendors by minimizing labor and time constraints. Bavarian Bakery products can be thawed and served or heated to taste, depending on application.

J&J Snack Foods is known for niche snack food offerings. We use only the finest ingredients and make no compromise on quality. For more information on our products, please contact us at 888-JJSNACK, ext 6140 or visit www.jjsnackfoodservice.com for additional details.

J&J Snack Foods Corp. (NASDAQ: JJSF) 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, 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. For more information, please visit us at www.jjsnack.com.

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