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FOR IMMEDIATE RELEASE



**SUPERPRETZEL® Sponsors Walk+Run Against Hunger
5K kicks off at Philadelphia Museum of Art**

PHILADELPHIA, PA -- (April 13, 2013) J&J Snack Foods, maker of SUPERPRETZEL® Soft Pretzels, is one of the participating sponsors of the 17th Annual Walk+Run Against Hunger. The 5K race will take place on April 13, 2013 from 8:30 AM – 11:00 AM at the Philadelphia Museum of Art. The Walk+Run Against Hunger supports food pantries, soup kitchens and hunger relief organizations in Southeastern Philadelphia and South Jersey.

“As a successful company, it’s our responsibility to help those in need,” says Gerry Shreiber, CEO and President of J&J Snack Foods. “We at J&J Snack Foods are honored to do all we can for our community and the organizations making a difference.”

For the duration of the event, J&J Snack Foods will hand out more than 2,000 SUPERPRETZEL® Soft Pretzels, FEDERAL PRETZELS and SUPERSTIX to race participants and supporters. The company’s mascot, JJ, will be on hand to help lead the race participants in a warm up.

“JJ will help lead stretches for the runners during the warm up,” says Shreiber. “JJ will do some yoga stretches and teach people how to twist themselves into pretzels.”

J&J Snack Foods will host a table in front of the Art Museum with pretzel samples and gift items. They will also be hosting a booth in the Kids’ Tent with samples, coupons and gift items. JJ the Mascot will be on hand to celebrate runners and their families. Not only will J&J Snack Foods donate pretzels, the company has a team participating in the charity walk and collecting donations for the cause.

Throughout the year, J&J Snack Foods is a supporter of Philabundance, the region’s largest food bank and hunger relief organization. J&J Snack Foods has partnered with Philabundance to support the Walk+Run Against Hunger.

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SUPERPRETZEL®

Page 2

J&J Snack Foods products, specifically SUPERPRETZEL® Soft Pretzels, have been the Home Run of Snacking and served at baseball stadiums nationwide since the 1970s. Recently, J&J Snack Foods teamed up with Mike Trout, outfielder for the Los Angeles Angels of Anaheim, to represent SUPERPRETZEL® Soft Pretzels. The South Jersey native Mike Trout, *the Supernatural for SUPERPRETZEL®*, was awarded Sporting News' 2012 American Legion Rookie of the year and 2012 MLB Rookie of the Year.

J&J Snack Foods, maker of SUPERPRETZEL® Soft Pretzel, manufactures products for both foodservice and retail outlets. For more information, please visit: www.jjsnack.com.

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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.

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