



FOR IMMEDIATE RELEASE

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NEW All Natural Crispy Crunchy... The Hottest New Trend in Cookies!

J&J Snack Foods is excited to announce the latest addition to Country Home Bakers' portfolio of cookies with the launch of ***All Natural Crispy Crunchy Cookies***.

Crispy Crunchy Cookies are made with real butter, all natural ingredients, and give a satisfying crunch to those seeking something more than just the standard cookie. All Natural Crispy Crunchy cookies come in 5 delicious flavors including Chocolate Chip, Sugar, Ginger Snap, Oatmeal Raisin, and Key Lime. With the combination of a natural appeal and a trendy crispy texture, Crispy Crunchy cookies are sure to be a hit with bakery customers everywhere. All Natural Crispy Crunchy cookies are sold as frozen cookie dough in 1 oz. pucks packed 384 per case. The product comes with colorful flavor labels which are easy to affix to clamshells or poly bags.

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.