



FOR IMMEDIATE RELEASE

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NEW Bakers' Select Sweet Rolls

J&J Snack Foods is excited to announce the latest addition to Country Home Bakers' portfolio of breads and rolls with the launch of ***Bakers' Select Sweet Rolls***.

Bakers' Select Sweet Rolls are all natural and feature deliciously trendy flavors with a scrumptious hint of sweetness that make these rolls perfect for any eating occasion. Enjoy a buttered roll with dinner, a jellied roll with brunch or sweet rolls as sliders to make a tastefully decadent lunch. Flavors include Sweet Potato, Honey Butter, and Brioche and are made with the highest quality ingredients. Bakers' Select are very versatile and can be baked in a variety of forms to suit the needs of any bakery or store, the sky is the limit!

Bakers' Select Sweet Rolls are sold as frozen dough in 1.25 oz. pre portioned rolls packed 324 per case.

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.