



## NEWS RELEASE

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FOR IMMEDIATE RELEASE

## J&J Snack Foods supplies the Dairy Queen® Brand with Soft Pretzel Sticks with Zesty Queso

**Pennsauken, New Jersey-** (September, 2016) J&J Snack Foods Corp. (NASDAQ: JJSF) supplies the *Dairy Queen* system with oven-hot soft pretzel sticks with zesty queso, an extension to the **DQ Bakes!**® Snack Menu. The soft pretzel sticks have been uniquely developed exclusively for the Dairy Queen menu. These soft and chewy soft pretzel rods have a golden brown exterior, and are brushed with the perfect amount of blended salt and butter oil.

Gerard Law, J&J Snack Foods, Senior Vice President said; “We are very excited to supply the Dairy Queen system on this national launch.” He also adds, “This product is on par with the continued excitement & growth of soft pretzels, and are a great addition to the *DQ*® core menu.”

The delicious new soft pretzel sticks debuted at participating *DQ* and *DQ Grill & Chill*® locations this past September, and are priced at under \$2 for a limited time at participating locations. Product details and information can be found at [dairyqueen.com](http://dairyqueen.com)

### About IDQ:

International Dairy Queen Inc., (IDQ), based in Minneapolis, Minnesota, is the parent company of American Dairy Queen Corporation. Through its subsidiaries, IDQ develops, licenses and services a system of more than 6,700 locations in the United States, Canada and more than 25 other countries. IDQ is a subsidiary of Berkshire Hathaway Inc. (Berkshire) which is led by Warren Buffett, the legendary investor and CEO of Berkshire. For more information, visit [DairyQueen.com](http://DairyQueen.com).

### About J&J Snack Foods Corp.

J&J Snack Foods Corp. 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, BAVARIAN BAKERY and other soft pretzels, ICEE and SLUSH PUPPIE frozen beverages, LUIGI’S, MINUTE MAID frozen juice bars and ices, WHOLE FRUIT sorbet and frozen fruit bars, MARY B’S biscuits and dumplings, DADDY RAY’S fig and fruit bars, TIO PEPE’S, CALIFORNIA CHURROS and OREO Churros, PATIO Burritos and other handheld sandwiches, THE FUNNEL CAKE FACTORY funnel cakes, and several cookie brands within COUNTRY HOME BAKERS. For more information, please visit <http://www.jjsnack.com>.

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

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