



SOURCE: J & J Snack Foods Corp.



SOURCE: The ICEE Company



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ICEE(R) SIP-N-SEE Straws Are Back

PENNSAUKEN, NJ--(Marketwired - May 17, 2016) - The ICEE Company is excited to announce the return of the ICEE® SIP-N-SEE Straw. Additionally, The ICEE Company is pleased to introduce the SIP-N-SEE Straw for our SLUSH PUPPIE® brand. These fun, interactive straws allow consumers to see ICEE® or SLUSH PUPPIE® product as it is consumed through the straw.

ICEE® and SLUSH PUPPIE® SIP-N-SEE Straws are packaged in a self-merchandising counter display printed with fun, colorful graphics. Each counter display holds 25, individually wrapped straws. Retailers simply pop open the display and sell! Suggested retail price for the SIP-N-SEE Straw is 99 cents with the purchase of an ICEE® or SLUSH PUPPIE®.

"SIP-N-SEE straws are a great addition to the ICEE® or SLUSH PUPPIE® experience," stated Dan Fachner, President of The ICEE Company. Consumers love seeing the product flow through the straw and replica cup. The best part is that the BPA free straw can be used again and again. To order ICEE or SLUSH PUPPIE SIP-N-SEE Straws Email: sales@SipNSeeStraw.com / Call: (877)247-7929 / Fax: (209) 409-8225.

The ICEE Company is a leader and innovator in the Frozen Beverage industry, offering the most comprehensive Frozen Beverage package and Service Network in the beverage and foodservice categories. Our brand portfolio includes ICEE®, SLUSH PUPPIE®, ARCTIC BLAST®, parrot-ice® frozen cocktails and fruit smoothies, ICEE® Slush, THELMA's® frozen lemonade and Java Freeze® frozen and iced coffee. The ICEE Company is also a major service provider to the foodservice category through ICEE Managed Service. The ICEE Company is a subsidiary of J&J Snack Foods Corp. (NASDAQ: JJSF), and operates Service Centers throughout the United States, Mexico and Canada. For further information, please visit us at www.icee.com.

Image Available:

http://www.marketwire.com/library/MwGo/2016/5/13/11G098212/Images/ICEE-SP_Display-fb46a23e060fa0de90ccc23dfa9e45bb.jpg

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ICEE / SLUSH PUPPIE Sip-N-See Straws Are Back!

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