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FOR IMMEDIATE RELEASE



### **J&J Snack Foods Introduces OREO® Churros To be sold to the Foodservice Industry, Nationwide!**

**Pennsauken, NJ – (November 4, 2014)** J&J Snack Foods Corp. (NASDAQ: JJSF) today proudly announced a partnership with Mondelez International to introduce OREO® Churros. With a crispy exterior, warm soft interior and real OREO® cookie pieces in every bite, new OREO® churros have a “just-baked” OREO® cookie taste. This innovative new snack will be sold nationwide in the foodservice channel.

The new churros made their debut at the National Association of Convenience Stores (NACS) Show in Las Vegas earlier this month. Available in traditional churro sticks, double-twisted churros and bite-size churros, these delicious treats are ideal for quick service restaurants, convenience stores, sports & leisure venues and all segments within the foodservice industry. The churros can be served with OREO® cookie creme dip, supplied by J&J Snack Foods, rolled in sugar or topped with a favorite ice cream.

“As the leading churro manufacturer, we are excited about our new relationship with the world famous OREO® cookie brand,” said Jerry Law, J&J Snack Foods Senior Vice President. “OREO® cookie and churro fans alike will not be disappointed in the latest snacking mash up.”

102 years old, OREO® is the #1 brand on dessert menus<sup>1</sup> and #1 selling cookie.<sup>2</sup> J&J Snack Foods is the leading manufacturer of churros, often referred to as a Spanish donut, under Tio Pepe's Churros and California Churros brands.

Visit [www.jjsnackfoodservice.com](http://www.jjsnackfoodservice.com) for new product details.

### About OREO®

OREO® is AMERICA'S FAVORITE COOKIE®, enjoyed by families and friends in more than 100 countries around the world. As one of Mondelez International's "billion-dollar" brands, OREO® is the best-selling biscuit of the 21st century with more than \$2 billion in global annual net revenues. The OREO® cookie twist, lick and dunk ritual has become the signature way to enjoy this iconic cookie for many different cultures around the world. OREO® has a Facebook community of more than 35 million OREO® cookie lovers around the globe, representing 200+ countries and dozens of different languages. OREO® celebrated its 100th birthday in 2012.

### About Mondelez International

Mondelez International, Inc. (NASDAQ:[MDLZ](#)) is a global snacking powerhouse, with 2013 revenue of \$35 billion. Creating delicious moments of joy in 165 countries, Mondelez International is a world leader in chocolate, biscuits, gum, candy, coffee and powdered beverages, with billion-dollar brands such as CADBURY, CADBURY Dairy Milk and MILKA chocolate, JACOBS coffee, OREO, LU and NABISCO biscuits, TANG powdered beverages and TRIDENT gum. Mondelez International is a proud member of the Standard and Poor's 500, NASDAQ 100 and Dow Jones Sustainability Index. Visit [www.mondelezinternational.com](http://www.mondelezinternational.com) and [www.facebook.com/mondelezinternational](http://www.facebook.com/mondelezinternational).

### 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<sup>3</sup> frozen juice bars and ices, WHOLE FRUIT sorbet and frozen fruit bars, MARY BETH 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 [www.jjsnack.com](http://www.jjsnack.com).

OREO and the OREO wafer design are registered trademarks of Mondelez International group, used under license.

1. Source Dataessential Menu Trends June 2013
2. Source: Nielsen xAOC plus Convenience
3. Minute Maid is a registered trademark of The Coca Cola Company