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FOR IMMEDIATE RELEASE



SUPERPRETZEL® Sponsors Walk+Run Against Hunger 5K kicks off at Philadelphia Museum of Art

PHILADELPHIA, PA -- (April 10, 2015) J&J Snack Foods Corp, maker of SUPERPRETZEL® Soft Pretzels, is one of the participating sponsors of the 20th Annual Walk+Run Against Hunger. The 5K race will take place on April 11, 2015 beginning at 8 AM, at the Philadelphia Museum of Art. The Walk+Run Against Hunger supports food pantries, soup kitchens and hunger relief organizations in Southeastern Philadelphia and South Jersey.

“Corporate citizenship is a moral imperative.” says Gerry Shreiber, CEO and President of J&J Snack Foods. “We at J&J Snack Foods endeavor to support our local communities and the organizations that are making a difference.”

For the duration of the event, J&J Snack Foods will hand out more than 2,000 SUPERPRETZEL® Soft Pretzels to race participants and supporters as well as sponsor a team of employees who will be walking to support the cause. The company’s mascot, JJ, will be on hand to help lead the race participants in a warm up. “JJ will be on hand to celebrate runners and their families.” says Shreiber.

Throughout the year, J&J Snack Foods is a supporter of Philabundance, the region’s largest food bank and hunger relief organization. J&J Snack Foods has partnered with Philabundance to support the Walk+Run Against Hunger.

J&J Snack Foods products, specifically SUPERPRETZEL® Soft Pretzels, have been the Home Run of Snacking and served at baseball stadiums nationwide since the 1970s. J&J Snack Foods teamed up with Mike Trout, outfielder for the Los Angeles Angels of Anaheim, to represent SUPERPRETZEL® Soft Pretzels. The South Jersey native Mike Trout, *the Supernatural for SUPERPRETZEL®*, was awarded Sporting News’ 2012 American Legion Rookie of the year, 2012 MLB Rookie of the Year and MLB Most Valuable Player 2014.

J&J Snack Foods, maker of SUPERPRETZEL® Soft Pretzel, manufactures products for both foodservice and retail outlets. For more information, please visit: www.jjsnack.com.

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, PHILLY SWIRL, 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, OREO* CHURROS, CALIFORNIA CHURROS and TIO PEPE’S 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 us at www.jjsnack.com.

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

* OREO is a registered trademark of Mondelez International Group