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FOR IMMEDIATE RELEASE



Pennsauken, NJ – (September 3, 2015) J&J Snack Foods Corp. (NASDAQ: JJSF) today announced entry into the frozen breakfast category with Mary B's Buttermilk Biscuit Melts. Offering two popular breakfast favorites: sausage, egg & cheese and bacon, egg & cheese Mary B's Biscuits have now become a meal! These handmade biscuit melts are made with whole eggs, real cheese and premium meats.

According to Technomic's report, 37% of consumers skip breakfast because of lack of time, and while 20% of people eat breakfast away from home, that doesn't mean they're solely going through the drive-thru. Most consumers source their breakfast at home to save money.¹ Eggs dominate this meal time with 53% of consumers agreeing that eggs are good for their health, according to Technomic.²

"We are excited to enter into a new category in frozen retail and offer consumers a meal solution for their on-the-go needs," said Tony Hess, Vice President/General Manager for Hom/Ade Foods, Inc. "Mary B's is a leader in frozen biscuits, frozen breakfast is on the rise, and these melts seem to be the perfect fit."

Hom/Ade Foods, Inc., acquired by J&J Snack Foods Corp. in 2007, has been manufacturing and distributing Mary B's biscuits for over 20 years. It is a natural progression for this brand to expand beyond the frozen dough category and into one of the fastest growing categories in retail frozen food today!

Visit www.homadefoods.com for new product details.

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 MAID³ 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 www.ijsnack.com.

1. Source: Food Business News 2/9/15
2. Source: Food Business News 2/9/15