



## NEWS RELEASE

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**Contact:**

Lauren Wattie  
Vault Communications  
610-455-2751  
lwattie@vaultcommunications.com

**SUPERPRETZEL Honors an Iconic Twisted Snack During National Soft Pretzel Month**  
*America's #1 soft pretzel brand spreads the pretzel love with a wealth of fun facts and unique history*

**Pennsauken, NJ (April 1, 2015)** – SUPERPRETZEL, the nation's #1 soft pretzel, will rally fellow pretzel lovers nationwide to celebrate the warm, tasty treat during National Soft Pretzel Month this April. The soft pretzel leader has put together a list of its top 10 favorite pretzel trivia facts in honor of the scrumptious, month-long celebration.

"From snack time to game time, soft pretzels have evolved into a snacking staple for families and foodies alike," said Gerry Shreiber, CEO & President of J & J Snack Foods. "Today, people can purchase SUPERPRETZEL products just about anywhere, including grocery stores, convenience shops, movie theaters, restaurants and of course ballparks. We are certainly proud of the impact we have made in the food industry, and we look forward to continue to produce delectable soft pretzel products for years to come."

Fun soft pretzel facts from SUPERPRETZEL:

1. J&J Snack Foods Corp., parent company for SUPERPRETZEL, is the largest manufacturer of soft pretzels in the world.
2. In one year, SUPERPRETZEL rolls out 1 billion soft pretzels. If you lined these pretzels up end to end, it would circle the globe 3 times.
3. The yearly demand for SUPERPRETZEL products in the United States calls for a hefty serving of 50,000,000 pounds of flour.
4. The top five cities for consumption of pre-packaged frozen grocery store soft pretzels are New York, Philadelphia, Harrisburg/Scranton, Cincinnati/Dayton and Baltimore.
5. Mustard is the most preferred soft pretzel dip, followed by cheddar cheese, jalapeno, honey mustard and cinnamon.

6. Pretzels without salt are called baldies.
7. Historically, pretzels have been known for good fortune. In the early 1800s, German children tied pretzels on a string around their necks at the beginning of a new year for prosperity, health and good fortune.
8. The commonly spoken wedding phrase “tie the knot” got its start when an actual pretzel was used to tie the knot between two prominent families in the 17<sup>th</sup> century. The pretzel’s loops stood for everlasting love, and the couple would wish upon a pretzel and each break off a piece like is often done today with a wishbone. Then the couple would eat the pretzel for good luck.
9. Helen Hoff, the world champion pretzel twister, can twist 57 pretzels per minute.
10. The largest pretzel in the world was 842 pounds, 26.8 feet long and 10.2 feet wide.

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### **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, TIOPEPE’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).

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