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FOR IMMEDIATE RELEASE



National Snack Craze OREO® Churros Now Available in filled “Grab and Go” Format
*J&J Snack Foods adds new creme-filled OREO Churros varieties;
appeals to both “dippers” or “grippers”*

Pennsauken, NJ – (November 11, 2015) On the heels of strong consumer excitement about its new OREO Churros snack, J&J Snack Foods Corp. (NASDAQ: JJSF) today announced two filled varieties of OREO Churros to meet the demands of consumers seeking a “grab and go” snack experience. The new line extensions include a 10” creme-filled OREO Churro and creme-filled OREO Churro Bites, both made from real OREO Cookie pieces with creme filling inside. These innovative new items will be sold nationwide in the foodservice channel, and the bites – ideal for at-home consumption – are available for purchase at retail stores nationwide. Find them in the frozen dessert section.

“We were overwhelmed by the national buzz surrounding the original OREO Churros, so immediately began working on a product line extension so that the snack was available to dippers or grippers,” said Gerry Shreiber, CEO & President of J & J Snack Foods. “With five different varieties of filled and non-filled OREO Churros available, we feel confident the portfolio now fits into any snacking occasion – whether around the table, in the car, at a movie theatre, on the sidelines of a sporting event or wherever else our consumers enjoy time with family and friends.”

In addition to the two new filled varieties, J&J Snack Foods has also launched an OREO Cookie Crumb/Sugar Topping in which all OREO Churros can be rolled after heating to enhance the real OREO Cookie flavor.

The original OREO Churros, introduced in November 2014 and made for dipping into individual OREO creme dip cups, continue to be available in three varieties: Traditional Churros, Double-Twisted and Bites.

At 103 years old, OREO is the #1 brand on dessert menus¹ and #1 selling cookie² in the US. 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.ijsnackfoodservice.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 40 million OREO® cookie lovers around the globe, representing 200+ countries and dozens of different languages. OREO® celebrated its 100th birthday in 2012.

About Mondelēz International

Mondelēz International, Inc. (NASDAQ: MDLZ) is a global snacking powerhouse, with pro forma 2014 revenue of more than \$30 billion. Creating delicious moments of joy in 165 countries, Mondelēz International is a world leader in biscuits, chocolate, gum, candy and powdered beverages, with billion-dollar brands such as *Oreo*, *LU* and *Nabisco* biscuits; *Cadbury*, *Cadbury Dairy Milk* and *Milka* chocolate; *Trident* gum and *Tang* powdered beverages. Mondelēz International is a proud member of the Standard and Poor's 500, NASDAQ 100 and Dow Jones Sustainability Index. Visit www.mondelezinternational.com or follow us on Twitter at www.twitter.com/MDLZ.

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 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.

OREO is a registered trademark of Mondelēz International group, used under license.

1. Source Dataessential Menu Trends June 2014
2. Source: Nielsen xAOC plus Convenience July 25, 2015
3. Minute Maid is a registered trademark of The Coca Cola Company