

FOR IMMEDIATE RELEASE

FOR:

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**J & J SNACK FOODS
REPORTS FIRST QUARTER SALES
AND EARNINGS**

Pennsauken, NJ, January 21, 2010 - - J & J Snack Foods Corp. (NASDAQ-JJSF) today announced record sales and increased earnings for the first quarter ended December 26, 2009.

Sales increased 6% to \$149.1 million from \$141.1 million in last year's first quarter. Net earnings increased 64% to \$7.1 million in the current quarter from \$4.3 million last year. Earnings per diluted share were \$.38 for the first quarter compared to \$.23 last year. Operating income increased 68% to \$11.5 million in the current quarter from \$6.8 million in the year ago quarter.

Gerald B. Shreiber, J & J's President and Chief Executive Officer, commented, "Lower ingredients and packaging costs, as well as new product sales and innovation, helped drive our results for the quarter. All of our business groups contributed to our record profits."

J & J Snack Foods Corp.'s principal products include SUPERPRETZEL, PRETZEL FILLERS and other soft pretzels, ICEE, SLUSH PUPPIE and ARCTIC BLAST frozen beverages, LUIGI'S, MAMA TISH'S, SHAPE UPS, MINUTE MAID* and BARQ'S** frozen juice bars and ices, WHOLE FRUIT sorbet, FRUIT-A-FREEZE frozen fruit bars, MARY B'S biscuits and dumplings, DADDY RAY'S fig and fruit bars, TIO PEPE'S churros, THE FUNNEL CAKE FACTORY funnel cakes, and MRS. GOODCOOKIE, CAMDEN CREEK, COUNTRY HOME and READI-BAKE cookies. J & J has manufacturing facilities in Pennsauken, Bridgeport and Bellmawr, New Jersey; Scranton, Hatfield and Chambersburg, Pennsylvania; Carrollton, Texas; Atlanta, Georgia; Moscow Mills, Missouri; Pensacola, Florida and Vernon and Newport, California.

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

**BARQ'S is a registered trademark of Barq's Inc.