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FOR IMMEDIATE RELEASE

J&J Snack Foods Introduces Pillsbury® Churro Bites *New dessert bites available nationwide to retail & club*

Pennsauken, NJ, April 10, 2017 - J&J Snack Foods Corp. (NASDAQ: JJSF) strengthens its partnership with General Mills by proudly announcing the launch of Pillsbury® Churro Bites. The bite-sized, traditionally Spanish treats, combined with a household name like Pillsbury® are sure to cause a stir in the mainstream retail industry.

Often referred to as Spanish donuts, churros are now a popular dessert mention, with growth of nearly 30 percent on restaurant menus since 2012*. For consumers looking to enjoy churros at home, Pillsbury® Churro Bites are the perfect versatile dessert for anytime of day. Served up with a cinnamon sugar topping, these delicious, authentic, pastry snacks make any occasion special. Each 8 oz retail package provides 20 bites ready for consumers to simply heat and eat. These delicious bites will be sold at retailers nationwide in frozen dessert sections. In time for Cinco de Mayo celebrations, a 1 lb, 4.25 oz. club pack is available nationally in a leading club warehouse store.

“Pillsbury® Churro Bites are a fun, innovative and exciting snack to add to the J&J Snack Foods portfolio. The product is convenient, shareable and enjoyable for all,” says Vice President of Marketing, Alissa Davis. “They are ready in minutes, giving a warm and delicious flavor to every bite.”

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, TIO PEPE’S, CALIFORNIA CHURROS and OREO Churros, PATIO Burritos and other handheld sandwiches, THE FUNNEL CAKE FACTORY funnel cakes, and several bakery brands within COUNTRY HOME BAKERS and HILL & VALLEY. For more information, please visit <http://www.jjsnack.com>.

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

**OREO and the OREO wafer design are registered trademarks of Mondelez International group, used under license.*

**Pillsbury® is a registered trademark of General Mills.*

*DATASSENTIAL