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## FOR IMMEDIATE RELEASE



### J&J Snack Foods Introduces Pillsbury Mini Pies To be sold to the Retail Industry, Nationwide!

**Pennsauken, NJ – (November 13, 2015)** J&J Snack Foods Corp. (NASDAQ: JJSF) today proudly announced a partnership with General Mills to introduce Pillsbury Mini Pies. Perfectly portioned frozen dessert squares available in a variety of ooey-goey, chocolatey, marshmallow-y and fruity goodness! Each package of frozen mini pies comes with 4 – 1.8 oz. pies and a complementary flavored icing packet. This unique new dessert line will be sold in retailers nationwide located in the frozen dessert section. These licensed items will be available for warehouse club as well.

Innovation is just starting to take hold in the frozen dessert category; there's no better way to shake up the freezer door than with an iconic and trusted brand such as Pillsbury. Since 1869 the Pillsbury brand name has been a household staple, inspiring and empowering the makers in all of us.

With convenience and portion control at the forefront, Pillsbury Mini Pies provide an indulgent solution to both of these valuable consumer needs. Ready in fifteen minutes or less, create more time for the moments that matter most with the people that matter even more.

"We are thrilled to be partnering with such an iconic bakery brand for our new frozen dessert line," said Alissa Davis, Director of Marketing.

#### About Pillsbury

We believe the ability to make is in everyone's hands, which is why **Pillsbury** has helped families dish up tasty meals for more than 130 years. Favorite Pillsbury products include refrigerated cookies, crescent dinner rolls, breads, biscuits, pie crusts and sweet rolls as well as frozen biscuits, pie crusts and breakfast items. For product information and easy, delicious recipes, visit [www.pillsbury.com](http://www.pillsbury.com).

#### About General Mills

General Mills is one of the world's leading food companies, operating in more than 100 countries around the world. Its brands include Cheerios, Fiber One, Haagen-Dazs, Nature Valley, Yoplait, Betty Crocker, Pillsbury, Green Giant, Old El Paso, Wanchai Ferry, Yoki and more. Headquartered in Minneapolis, Minn., USA, General Mills had fiscal 2015 worldwide sales of US \$18.8 billion.

#### 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<sup>3</sup> 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.jjsnack.com](http://www.jjsnack.com).