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FOR IMMEDIATE RELEASE



SUPERPRETZEL® SuperTwists™



SUPERPRETZEL® Sweet
Cinnamon Bites



SUPERPRETZEL® Bavarian

J&J Snack Foods Corp. introduces a new TWIST for SUPERPRETZEL®

PENNSAUKEN, NJ -- (November 11, 2013) J&J Snack Foods, the makers of SUPERPRETZEL® Soft Pretzels, are excited to announce several new product lines for the SUPERPRETZEL® brand.

SUPERPRETZEL® SuperTwists™, SUPERPRETZEL® Sweet Cinnamon Soft Pretzel Bites and SUPERPRETZEL® Bavarian were debuted in October.

SUPERPRETZEL® SuperTwists™ are a delicious combination of flavorful soft pretzels and savory cheese fillings. New flavors of soft pretzel dough are filled with delicious cheese fillings and hand-twisted to create the perfect on-the-go snack or meal replacement. These unique and upscale twists are available in three on-trend flavors: *Honey Chipotle, Fiery Pumpernickel and Jalapeno Ranch.*

SUPERPRETZEL® Sweet Cinnamon Soft Pretzel Bites combine traditional soft pretzel dough with sugar and cinnamon bursts to create a sensational sweet snacking delight. Sweetness provides a new and tasty way to enjoy traditional soft pretzels. Top with cinnamon and sugar or serve with an icing dip cup for a unique snack or sweet treat.

SUPERPRETZEL® Bavarian Soft Pretzels blend old-world Bavarian style with traditional soft pretzels. Available in a variety of shapes and sizes such as braids or jumbo 24oz., SUPERPRETZEL® Bavarian makes a great accompaniment to craft beer.

J&J Snack Foods Corp. (NASDAQ: JJSF) 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, PRETZEL FILLERS and other soft pretzels, ICEE, SLUSH PUPPIE and ARCTIC BLAST frozen beverages, LUIGI'S Italian ice, MINUTE MAID* frozen juice bars and ices, WHOLE FRUIT sorbet, MARY B'S biscuits and dumplings, DADDY RAY'S fig and fruit bars, TIO PEPE'S and CALIFORNIA CHURROS churros, THE FUNNEL CAKE FACTORY funnel cakes, and READI-BAKE cookies. For more information, please visit us at www.jjsnack.com.

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