K-12 SCHOOL
Foodservice Offerings

J&J Snack Foods
www.jjfoodservice.com
NEW PRODUCTS

WHOLE GRAIN CONVERSION (January 2014 – June 2015)
Districts converting non-Whole Grain purchases to Whole Grain-Rich qualifying products can earn up to 15,000 Cool School Bonus Points from participating Member Manufacturers.

PHASE I: 5,000 Bonus Points awarded per manufacturer
QUALIFYING PURCHASE DATES: January 1 – June 30, 2014

PHASE II: 2,500 Bonus Points awarded per manufacturer
QUALIFYING PURCHASE DATES: July 1, 2014 – June 30, 2015
2014-2015

Promotions

Solutions to Fit the New School Regulations

• Commitment to school foodservice for over 30 years
• Healthy, nutritious student-approved products
• Offerings for all programs; breakfast, lunch, after-school snacks, summer and a la carte
• Meeting new regulations, boosting participation and satisfying your students
• Complete merchandising programs available
• Cool School Points available on a number of products

J&J Snack Foods innovative a la Carte Smart® Program promotes healthier school foodservice products. With more restrictive guidelines than Federal USDA regulations you can be sure these products are the perfect fit for your a la carte program.

Look for “S” for Snack, “F” for Fruit, or “D” for Dairy in the A la Carte Smart® column.

A la Carte Smart® Snacks
Look for “S” for Snack in the A la Carte Smart® column
• Less than 200 calories
• Less than 30% calories from Fat
• Less than 10% calories from Saturated Fat
• Less than 35% Sugar by weight
• 0g Trans Fat
• Less than 200mg of Sodium

A la Carte Smart® Fruit/Dairy
Look for “F” for Fruit or “D” for Dairy in the A la Carte Smart® column
• Made with 100% Juice
• No Added Sugar
• Less than 200 calories
• Less than 30% calories from Fat
• Less than 35% Sugar by weight
• 0g Trans Fat

CROSS - CATEGORY PROMOTION (January 2014 – June 2014)
Schools can earn DOUBLE Cool School Points when purchasing from 2 categories,
TRIPLE Cool School Points when purchasing from 3 categories and an additional 1,000 BONUS Points when your deposits total 100 cases or more.
Soft Pretzels & Baked Goods Category
Commodity Processing Available

EB (Entrée Breakfast) = acceptable for a la carte same day as or day after menuing.

*Bread Equivalents are calculated using FBG creditable serving size.

<table>
<thead>
<tr>
<th>CODE</th>
<th>PRODUCT DESCRIPTION</th>
<th>CODE</th>
<th>PRODUCT DESCRIPTION</th>
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<td>TIO PEPE’S® Fruit Filled 51% Whole Grain Churros Raspberry</td>
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<td>TIO PEPE’S® Fruit Filled 51% Whole Grain Churros Apple</td>
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<td>41148</td>
<td>TIO PEPE’S® Fruit Filled 51% Whole Grain Churros Raspberry (I/W)</td>
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<td>TIO PEPE’S® Fruit Filled 51% Whole Grain Churros Apple (I/W)</td>
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<td>SUPERPRETZEL® Soft Pretzel FUN SHAPES® 51% WG Apple</td>
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<td>SUPERPRETZEL® Soft Pretzel FUN SHAPES® 51% WG Pumpkin</td>
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<td>3679</td>
<td>SUPERPRETZEL® Soft Pretzel FUN SHAPES® 51% WG Snowman</td>
<td>3703</td>
<td>SUPERPRETZEL® Soft Pretzel FUN SHAPES® 51% WG Shamrock</td>
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<td>30410</td>
<td>SUPERPRETZEL® 51% WG Philadelphia-Style Soft Pretzels®*</td>
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<td>SUPERPRETZEL® 51% WG King Size Baked Pretzels*</td>
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<tr>
<td>30185</td>
<td>SUPERPRETZEL® 51% WG Soft Pretzel Nuggets</td>
<td>30113</td>
<td>SUPERPRETZEL® 51% WG Mini Baked Pretzels</td>
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<td>SUPERPRETZEL® 51% WG Regular Size Baked Pretzels (Sleeve Pack 10/12’s)*</td>
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<td>SUPERPRETZEL® 51% WG Soft Pretzel Rolls</td>
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<td>SUPERPRETZEL® 51% WG Regular Size Baked Pretzels (I/W)*</td>
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<td>SUPERPRETZEL® SUPERSTIX® WG Simply Soft (I/W)</td>
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Frozen Novelties Category

Bread, Roll & Biscuit Dough
51% WHOLE GRAIN

Readi-Bake BeneFIT provides “School-Made” quality rolls and biscuits giving you fresh baked “homestyle” goodness while delivering important nutrition.

PRODUCT BENEFITS

- Meets whole grain rich criteria
- Provides various bread components
- Pre-formed & pre-portioned frozen dough
- Fresh from the oven taste
- “School-Made” Appearance

| CODE | PRODUCT DESCRIPTION | MEAL STRUCTURE | PACK | SERVING SIZE (oz.) | BREAD EQUIVALENTS* | TOTAL CALORIES (cal) | FAT (g) | % of Calories from Fat | SATURATED FAT (g) | % of Calories from Saturated Fat | TRANS FAT (g) | CHOLESTEROL (mg) | CARBOHYDRATES (g) | SUGARS (g) | % of Sugar by Weight | DIETARY FIBER (g) | SODIUM (mg) | PROTEIN (g) | VITAMIN A (%) | VITAMIN C (%) | CALCIUM (%) | IRON (%) |
|------|----------------------|----------------|------|-------------------|-------------------|---------------------|--------|----------------------|-----------------|-------------------------------|----------------|----------------|-------------------|----------|----------------|-----------------|----------|----------------|----------------|----------------|----------------|----------------|----------------|
| 20571 | READI-BAKE® BeneFIT 51% Whole Grain Biscuit - By the Case | 20571 READI-BAKE® BeneFIT 51% Whole Grain Biscuit - By the Case | 500 | 8 oz. | 200 | 7 oz. | 110 | 2 oz. | 15 | 1.5 | 2 | 230 | 5 | 0 | 4 | 10 | Yes |
| 20572 | READI-BAKE® BeneFIT 51% Whole Grain Biscuit - By the Case | 20572 READI-BAKE® BeneFIT 51% Whole Grain Biscuit - By the Case | 400 | 1.5 oz. | 80 | 0.5 oz. | 40 | 0.5 oz. | 8 | 1 | 1 | 135 | 2 | 0 | 1 | 4 | Yes |
| 20602 | NEW! READI-BAKE® BeneFIT 51% Whole Grain Corn Biscuit - By the Case | 20602 NEW! READI-BAKE® BeneFIT 51% Whole Grain Corn Biscuit - By the Case | 396 | 1.2 oz. | 96 | 0.5 oz. | 48 | 0.5 oz. | 12 | 2 | 6 | 182 | 2 | 0 | 4 | 10 | Yes |
| 20608 | NEW! READI-BAKE® BeneFIT 51% Whole Grain Corn Biscuit - By the Case | 20608 NEW! READI-BAKE® BeneFIT 51% Whole Grain Corn Biscuit - By the Case | 180 | 2.4 oz. | 192 | 2 oz. | 96 | 1 oz. | 12 | 2 | 4 | 363 | 5 | 0 | 1 | 8 | Yes |
| 01509 | READI-BAKE® BeneFIT 51% Whole Grain White Wheat Roll Dough | 01509 READI-BAKE® BeneFIT 51% Whole Grain White Wheat Roll Dough | 216 | 2.2 oz. | 150 | 2 oz. | 100 | 1 oz. | 10 | 0 | 0 | 270 | 5 | 0 | 4 | 10 | Yes |
| 01519 | READI-BAKE® BeneFIT 51% Whole Grain White Wheat Roll Dough | 01519 READI-BAKE® BeneFIT 51% Whole Grain White Wheat Roll Dough | 408 | 1.1 oz. | 80 | 1 oz. | 40 | 0.5 oz. | 8 | 1 | 1 | 135 | 2 | 0 | 1 | 4 | Yes |
| 01610 | NEW! READI-BAKE® 51% Whole Grain Deluxe Cinnamon Roll | 01610 NEW! READI-BAKE® 51% Whole Grain Deluxe Cinnamon Roll | 180 | 2.5 oz | 220 | 1.5 oz | 110 | 0.5 oz | 7 | 1 | 4 | 250 | 5 | 4 | 0 | 4 | Yes |
| 11610 | NEW! READI-BAKE® 51% Whole Grain Deluxe Cinnamon Roll | 11610 NEW! READI-BAKE® 51% Whole Grain Deluxe Cinnamon Roll | 260 | 1.7 oz | 150 | 1 oz | 75 | 0.5 oz | 6 | 1 | 1 | 170 | 3 | 2 | 0 | 2 | Yes |

*All items on this page use the 14g rule for crediting.
**LUIGI'S Sherbet do not contain 100% juice but meet the dairy (D) requirements for A la Carte.**

*Birthday/Celebration and Sports Theme Cups are available year-round. All other items are seasonal.*

**LUIGI'S SHERBET MADE WITH FRUIT JUICE**

**Product Details**

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<tr>
<th>Code</th>
<th>Product Description</th>
<th>Serving Size (oz)</th>
<th>Calories (cal)</th>
<th>% of Calories from Fat</th>
<th>Saturated Fat (g)</th>
<th>Cholesterol (mg)</th>
<th>Sodium (mg)</th>
<th>Fat (g)</th>
<th>% of Calories from Sugar</th>
<th>Sugars (g)</th>
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<td>LUIGI'S® Sherbet Lime</td>
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<td>0</td>
<td>0</td>
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<td>12%</td>
<td>1.5</td>
<td>0%</td>
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<tr>
<td>38441</td>
<td>LUIGI'S® Sherbet Raspberry</td>
<td>4 fl oz</td>
<td>0</td>
<td>0%</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>110</td>
<td>12%</td>
<td>1.5</td>
<td>0%</td>
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<tr>
<td>38440</td>
<td>LUIGI'S® 100% Frozen Juice Sorbet</td>
<td>4.4 fl oz</td>
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<td>0%</td>
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<td>0</td>
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**Nutritional Information**

- **Sodium (mg)**
- **Fat (g)**
- **Carbohydrates (g)**
- **Total Calories (cal)**

**J&J Snack Foods helps you lay the foundation for increased meal participation by offering great tasting, 100% juice frozen novelties and sherbet, while complying with stricter wellness policies.**

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**Product Benefits**

- Excellent participation builder
- Provides various fruit components
Grahams, Bars, & Cookie Dough
51% WHOLE GRAIN

From menu ideas to a la carte programs, Readi-Bake BeneFIT frozen cookie dough and pre-baked products give you the tools you need to deliver the quality your students expect.

PRODUCT BENEFITS

- Meets whole grain rich criteria
- Less than 200 calories
- No High Fructose Corn Syrup
- Exact Portion Count
- Hydrogenated Oil Free
- 0g Trans Fat
- Meets whole grain rich criteria
- Less than 200 calories
- No High Fructose Corn Syrup
- Exact Portion Count
- Hydrogenated Oil Free
- 0g Trans Fat

*All items on the page are the Top 10 for a listing.
Grahams, Bars, & Cookie Dough

Category

From menu ideas to a la carte programs, Readi-Bake BeneFIT frozen cookie dough and pre-baked products give you the tools you need to deliver the quality your students expect.

PRODUCT BENEFITS

- Meets whole grain rich criteria
- Less than 200 calories
- No Trans Fat
- Hydrogenated Oil Free
- Exact Portion Count
- No High Fructose Corn Syrup
- 0g Trans Fat
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- No High Fructose Corn Syrup
- 0g Trans Fat
- Less than 200 calories
- Meet whole grain criteria
- Hydrogenated Oil Free
- Exact Portion Count
- No High Fructose Corn Syrup
- 0g Trans Fat
- Less than 200 calories
- Meet whole grain criteria
**LUIGI'S Sherbet do not contain 100% juice but meet the dairy (D) requirements for A La Carte.**

*Birthday/Celebration and Sports Theme Cups are available year-round. All other items are seasonal.*

---

**LUIGI'S® Sherbet Lime**
- D 96 4 fl oz
- 0 110 1.5 12% 1 8% 0 5 23 19 16% 0 20 0 0 100 2 2

**LUIGI'S® Sherbet Orange**
- D 96 4 fl oz
- 0 110 1.5 12% 1 8% 0 5 23 19 16% 0 20 1 0 100 2 2

**LUIGI’S® SHERBET MADE WITH FRUIT JUICE**

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**Minute Maid® 100% Frozen Juice Bar GRAPE**
- 100 2.25 fl oz
- 0 0% 0 0% 0 0 10 9 14% 0 10 0 0 2 0 0

**Minute Maid® 100% Frozen Juice Bar ORANGE**
- 100 2.25 fl oz
- 0 0% 0 0% 0 0 10 9 14% 0 10 0 0 2 0 0

**Minute Maid® 100% Frozen Juice Bar CHERRY**
- 100 2.25 fl oz
- 0 0% 0 0% 0 0 19 15 12% 3 5 0 0 2 0 0

**Shape Ups® Sports 100% Frozen Juice Cups (Strawberry/Lemonade)**
- 96 4.4 fl oz
- 70 0 0% 0 0% 0 0 19 15 12% 3 5 0 0 100 8 2

**Shape Ups® Birthday/Celebration 100% Frozen Juice Cups (Blue Raspberry/Cherry)**
- 96 4.4 fl oz
- 70 0 0% 0 0% 0 0 18 15 12% 3 5 0 10 100 8 2

**Shape Ups® Snowman 100% Frozen Juice Cups (Cherry/Lime Swirl)**
- 96 4.4 fl oz
- 70 0 0% 0 0% 0 0 19 16 12% 3 10 0 4 100 8 2

**Shape Ups® Heart 100% Frozen Juice Cups (Red Cherry Swirl)**
- 96 4.4 fl oz
- 70 0 0% 0 0% 0 0 19 16 12% 3 10 0 10 100 8 2

**Shape Ups® Shamrock 100% Frozen Juice Cups (Lemon/Lime Swirl)**
- 96 4.4 fl oz
- 70 0 0% 0 0% 0 0 19 15 12% 3 5 0 0 100 8 2

**Shape Ups® American Flag 100% Frozen Juice Cups (Blue Rasp/Cherry Swirl)**
- 96 4.4 fl oz
- 70 0 0% 0 0% 0 0 18 15 12% 3 5 0 10 100 8 2

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**LUIGI’S® 100% Frozen Juice Sorbet Cherry/Blue Raspberry Swirl**
- 96 4.4 fl oz
- 70 0 0% 0 0% 0 0 18 15 12% 3 5 0 10 100 8 2

**LUIGI’S® 100% Frozen Juice Sorbet Kiwi/Strawberry Swirl**
- 96 4.4 fl oz
- 70 0 0% 0 0% 0 0 18 15 12% 3 5 0 0 100 6 2

**LUIGI’S® 100% Frozen Juice Sorbet Blue Raspberry**
- 96 4.4 fl oz
- 70 0 0% 0 0% 0 0 19 14 11% 3 5 0 0 100 6 2

**LUIGI’S® 100% Frozen Juice Sorbet Orange**
- 96 4.4 fl oz
- 70 0 0% 0 0% 0 0 19 15 12% 3 5 0 0 100 6 2

**LUIGI’S® 100% Frozen Juice Sorbet Lime**
- 96 4.4 fl oz
- 70 0 0% 0 0% 0 0 19 15 12% 3 5 0 0 100 6 2

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**Whole Fruit® 100% Frozen Juice Cup Mango/Strawberry Pom Swirl**
- 96 4.4 fl oz
- 70 0 0% 0 0% 0 0 18 15 12% 3 5 0 30 100 8 2

**Whole Fruit® 100% Frozen Juice Cup Mixed Berry & Lemon Swirl**
- 96 4.4 fl oz
- 70 0 0% 0 0% 0 0 19 16 12% 3 5 0 4 100 8 2

**Whole Fruit® 100% Frozen Juice Cup Orange Pineapple & Cherry Swirl**
- 96 4.4 fl oz
- 70 0 0% 0 0% 0 0 19 16 12% 3 10 0 10 100 8 2

**Whole Fruit® 100% Frozen Juice Cup Orange Pineapple**
- 96 4.4 fl oz
- 70 0 0% 0 0% 0 0 20 16 12% 3 5 0 15 100 8 2

**Whole Fruit® 100% Frozen Juice Cup Strawberry Pomegranate**
- 96 4.4 fl oz
- 70 0 0% 0 0% 0 0 19 16 12% 3 5 0 10 100 8 2

**Whole Fruit® 100% Frozen Juice Cup Wild Cherry**
- 96 4.4 fl oz
- 70 0 0% 0 0% 0 0 19 16 12% 3 10 0 10 100 8 2

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**J&J Snack Foods helps you lay the foundation for increased meal participation by offering great tasting, 100% juice frozen novelties and sherbet, while complying with stricter wellness policies.**

**PRODUCT BENEFITS**

- Excellent participation builder
- Provides various fruit components

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**Wholesale Novelties**

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**J&J Snack Foods**

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*Birthday/Celebration and Sports Theme Cups are available year-round. All other items are seasonal.

* 2023’s Snacks do not meet USDA’s requirement for 3g of fiber per ounce in 360 calorie servings.
Frozen Novelties Category

Bread, Roll & Biscuit Dough
51% WHOLE GRAIN

Readi-Bake BeneFIT provides “School-Made” quality rolls and biscuits giving you fresh baked “homestyle” goodness while delivering important nutrition.

PRODUCT BENEFITS

- Meets whole grain rich criteria
- Provides various bread components
- Pre-formed & pre-portioned frozen dough
- Fresh from the oven taste
- “School-Made” Appearance

<table>
<thead>
<tr>
<th>PRODUCT DESCRIPTION</th>
<th>CODE</th>
<th>CODE</th>
</tr>
</thead>
<tbody>
<tr>
<td>20571 READI-BAKE® BeneFIT 51% Whole Grain Biscuits - 0g Trans Fat</td>
<td>20571</td>
<td>READI-BAKE® BeneFIT 51% Whole Grain Biscuits - 0g Trans Fat</td>
</tr>
<tr>
<td>20602 NEW! READI-BAKE® BeneFIT 51% Whole Grain Corn Biscuit</td>
<td>20602</td>
<td>NEW! READI-BAKE® BeneFIT 51% Whole Grain Corn Biscuit</td>
</tr>
<tr>
<td>01509 READI-BAKE® BeneFIT 51% Whole Grain White Wheat Roll Dough</td>
<td>01509</td>
<td>READI-BAKE® BeneFIT 51% Whole Grain White Wheat Roll Dough</td>
</tr>
<tr>
<td>01519 NEW! READI-BAKE® 51% Whole Grain Deluxe Cinnamon Roll</td>
<td>01519</td>
<td>NEW! READI-BAKE® 51% Whole Grain Deluxe Cinnamon Roll</td>
</tr>
<tr>
<td>11610 NEW! READI-BAKE® 51% Whole Grain Deluxe Cinnamon Roll</td>
<td>11610</td>
<td>NEW! READI-BAKE® 51% Whole Grain Deluxe Cinnamon Roll</td>
</tr>
</tbody>
</table>

*All items on this page use the 16g rule for crediting.

EB (Entrée Breakfast) = acceptable for a la carte same day as or day after menuing.

CAFE FUEL™ - Your new “Better for You” rewards program, fueled by Cool School Cafe. Earn rewards on qualifying J&J Snack Foods products, all CAFE FUEL products are approved by the Alliance for a Healthier Generation. Visit www.CAFEFUEL.com to learn more.

K12 Services, Inc. supports J&J Snack Foods NOI Program and its school customers by keeping track of USDA donated foods. Log on to www.k12foodservice.com to learn more, or call us at 301.251.5515.

J&J Snack Foods is working with the Alliance for a Healthier Generation to provide healthier products for schools. Look for products that meet the Alliance Competitive Food and Beverage Guidelines on our website at www.healthiergeneration.org.

2014-2015

Soft Pretzels & Baked Goods
51% WHOLE GRAIN

No matter what time of day, J&J Snack Foods provides the framework for your menu planning. From traditional soft pretzels and soft pretzel rolls to fruit-filled churros and dutch waffles, we have the solutions to build the perfect menu.

PRODUCT BENEFITS
- Provides various bread components
- Meets whole grain rich criteria
- Thaw-n-serve varieties available
- Individually wrapped options!

<table>
<thead>
<tr>
<th>CODE</th>
<th>PRODUCT DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>007-10</td>
<td>SUPERPRETZEL® 51% WHOLE GRAIN DG J/F Junior Cheese I/W</td>
</tr>
<tr>
<td>008-10</td>
<td>SUPERPRETZEL® 51% WHOLE GRAIN DG J/F Regular Size Baked Pretzels</td>
</tr>
<tr>
<td>30110</td>
<td>SUPERPRETZEL® 51% WHOLE GRAIN DG Regular Size Baked Pretzels</td>
</tr>
<tr>
<td>30113</td>
<td>SUPERPRETZEL® 51% WHOLE GRAIN DG Mini Baked Pretzels</td>
</tr>
<tr>
<td>30140</td>
<td>SUPERPRETZEL® 51% WHOLE GRAIN DG Junior Cheese</td>
</tr>
</tbody>
</table>
Soft Pretzels & Baked Goods Category
CROSS - CATEGORY PROMOTION (January 2014 – June 2014)
Schools can earn DOUBLE Cool School Points when purchasing from 2 categories,
TRIPLE Cool School Points when purchasing from 3 categories and an additional 1,000
BONUS Points when your deposits total 100 cases or more.

Promotions

Schools can earn DOUBLE Cool School Points when purchasing from 2 categories,
TRIPLE Cool School Points when purchasing from 3 categories and an additional 1,000
BONUS Points when your deposits total 100 cases or more.

Solutions to Fit the New School Regulations

- Commitment to school foodservice for over 30 years
- Healthy, nutritious student-approved products
- Offerings for all programs; breakfast, lunch, after-school snacks, summer and a la carte
- Meeting new regulations, boosting participation and satisfying your students
- Complete merchandising programs available
- Cool School Points available on a number of products

J&J Snack Foods innovative a la Carte Smart® Program promotes healthier school foodservice products. With more restrictive guidelines than Federal USDA regulations you can be sure these products are the perfect fit for your a la carte program.

Look for “S” for Snack, “F” for Fruit, or “D” for Dairy in the A la Carte Smart® column.

A la Carte Smart® Snacks
Look for “S” for Snack in the A la Carte Smart® column
- Less than 200 calories
- Less than 30% calories from Fat
- Less than 10% calories from Saturated Fat
- Less than 35% Sugar by weight
- 0g Trans Fat
- Less than 200mg of Sodium

A la Carte Smart® Fruit/Dairy
Look for “F” for Fruit or “D” for Dairy in the A la Carte Smart® column
- Made with 100% Juice
- No Added Sugar
- Less than 200 calories
- Less than 30% calories from Fat
- Less than 35% Sugar by weight
- 0g Trans Fat
Districts converting non-Whole Grain purchases to Whole Grain-Rich qualifying products can earn up to 15,000 Cool School Bonus Points from participating Member Manufacturers.

**PHASE I:**
5,000 Bonus Points awarded per manufacturer
**QUALIFYING PURCHASE DATES:** January 1 – June 30, 2014
**Phase I Postmark Deadline:** July 24, 2014

**PHASE II:**
2,500 Bonus Points awarded per manufacturer
**QUALIFYING PURCHASE DATES:** July 1, 2014 – June 30, 2015
**Phase II Postmark Deadline:** July 24, 2015

*Minimum 26 Cases per manufacturer for each purchase. Products must be a second or third purchase of Whole Grain-Rich products from participating manufacturers.*