



NEWS RELEASE

FOR IMMEDIATE RELEASE

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SUPERPRETZEL Rings in National Soft Pretzel Month With New Pretzel Variety
America's #1 soft pretzel brand introduces SUPERPRETZEL Multigrain Soft Pretzels

Pennsauken, NJ (April 1, 2016) – SUPERPRETZEL, the nation's #1 soft pretzel, is celebrating National Soft Pretzel Month this April with the launch of SUPERPRETZEL Multigrain Soft Pretzels. The new soft pretzel variety features 6 grams of protein and 11 grams of whole grains per serving, making it the perfect option for those looking to enjoy a healthy, wholesome snack.

"We are very excited to commemorate National Soft Pretzel Month by providing our fellow soft pretzel lovers with a delicious, yet healthy twist on such an iconic snacking staple," said Alissa Davis, Director of Marketing for J&J Snack Foods Corp. "In a day and age where people are constantly on the go, it's important that they have access to not only a quick and easy snacking option, but also one that is satisfying and nutritious. We think our new SUPERPRETZEL Multigrain variety is exactly that."

SUPERPRETZEL Multigrain Soft Pretzels joins a scrumptious list of other SUPERPRETZEL products, including SUPERPRETZEL Original, Sweet Cinnamon & bites, SUPERPRETZEL Softstix, and SUPERPRETZEL PretzelDogs.

For more information on SUPERPRETZEL soft pretzels, visit superpretzel.com.

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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 cookie brands within COUNTRY HOME BAKERS. For more information, please visit www.jjsnack.com.

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