



NEWS RELEASE

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Contact:

Lauren Wattie
Vault Communications
610-455-2751
lwattie@vaultcommunications.com

J&J Snack Foods Launches New Whole Fruit® Organic Juice Tubes in Retailers Nationwide

Product is the first organic frozen novelty from Whole Fruit

Pennsauken, NJ (May 16, 2016) – J&J Snack Foods Corp. (NASDAQ: JJSF) today announced a new line extension to the Whole Fruit brand with its Whole Fruit Organic Juice Tubes. These 3-ounce juice tubes are available in four flavors: Apple Concord Grape, Apple Strawberry, Apple Blueberry and Apple Cherry. Each variety is only 60 calories and has no dairy, fat, GMOs, high fructose corn syrup or gluten.

“We know our consumers are looking for healthy, organic options they feel comfortable serving to the entire family, so we created Whole Fruit Organic Juice Tubes to meet those needs,” said Joanne Mizner, Marketing Manager for J&J Snack Foods Corp. “The portability, delicious flavor varieties and healthy profile make it an ideal frozen novelty choice for those looking to indulge in a new summer treat.”

Whole Fruit Organic Juice Tubes are available for purchase in the frozen novelty section of retailers in two, 6-count SKUs featuring Apple Concord Grape and Apple Strawberry or Apple Cherry and Apple Blueberry. The product has a suggested retail price of \$3.59 - \$3.99. A 24-count club pack is also available for purchase at club stores, nationwide.

About Whole Fruit

Whole Fruit is a leader in the Frozen Novelty category, offering a variety of wholesome, nutritious products that are bursting with real fruit flavor. Whole Fruit is available nationwide in three product lines: fruit bars, sorbet, and new organic juice tubes. For more information, please visit <http://www.jjsnack.com/wholefruit>.

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 <http://www.jjsnack.com>.

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

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