

For Immediate Release

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Whole Fruit[®] Organic Juice Bars

Pennsauken, NJ - J&J Snack Foods is pleased to introduce **NEW** Whole Fruit[®] **Organic** Premium Juice Bars! Now available in a 30 count variety pack including three delicious flavors – Apple- Pomegranate, Apple- Concord Grape, and Apple- Strawberry. Whole Fruit[®] **Organic** Juice Bars provide families with an excellent, nutritious novelty that will be sought after by kids of all ages!

Available in 2.25 fl. oz. M Pak[®] packages, these *premium* juice bars contain 90% juice. These **Organic** Juice Bars are a gluten free novelty, which are also naturally flavored and contain no artificial colors. Whole Fruit[®] **Organic** Juice Bars provide healthy choices that aid parents in offering children snacks that not only taste great, but also contain nutritional benefits. With sixty-nine percent of the US adult consumers buying organic products*, Whole Fruit[®] **Organic** Juice Bars are a natural fit!

All Whole Fruit[®] **Organic** Juice Bars are manufactured a Multi-Barrier Ultra Filtration System water purification system. This process is exclusive to all J&J Snack Foods frozen novelty items manufactured at its MIA Products facility in Scranton, PA. Fall 2008, MIA Products facility has been certified by Pennsylvania Certified Organic and meets USDA qualifications to bear the USDA Certified Organic logo. J&J Snack Foods Corp is known for frozen novelty offerings and for using only the finest ingredients; making no compromise on quality.

Whole Fruit[®] **Organic** Premium Juice Bars are being offered at club stores available today. For more information call 888-JJSNACK ext 6140 to speak with someone today!

J&J Snack Foods Corp. (NASDAQ: JJSF) manufactures an expanding variety of nutritional snack foods to the food service and retail supermarket industries. Its principal products include frozen soft pretzels under SUPERPRETZEL[®], Pretzel Fillers[®] and other brand names; ICEE[®] and SLUSH PUPPIE[®] frozen beverages; LUIGI'S[®] Real Italian Ice; frozen juice bars under the Minute Maid[®], CHILL[®], Barq's[®], Whole Fruit[®], Fruit-a-Freeze[®] and SHAPE UPS[®] brand names; TIO PEPE'S[®] Churros[™]; THE FUNNEL CAKE FACTORY[®] funnel cakes; and baked goods under the Country Home Bakers[®], READI-BAKE[®], Mrs. GoodCookie[®], CAMDEN CREEK[®], Jana's[®], MARY B's[®] and Daddy Ray's[®] brands.

6000 Central Highway, Pennsauken, NJ 08109 • 888-JJSNACK • www.jjsnack.com

* Source: The Hartman Group report, *The Many Faces of Organic 2008*

"M Pak" is a registered trademark of MILLIKEN PACKAGING