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SUPERPRETZEL® and TABASCO® Brand One Hot Combo!

J&J Snack Foods Corp. has teamed up with McIlhenny Company to launch new appetizer/starter menu items for casual restaurants and bars. These products are the newest, spiciest, cheesiest snack collaboration to come along in years; SUPERPRETZEL® Pretzels™ spiced with Original TABASCO® Brand Pepper Sauce and TABASCO® Brand Chipotle Pepper Sauce.

“The teaming up of these two powerful and quality brands will bring added value to appetizer and starter menus nationwide”, stated Stacey Inglis-Baron, J&J Snack Foods’ Director of Marketing for Food Service.

One SUPERPRETZEL® Pretzels™ flavor combines an aged Cheddar cheese-filled soft pretzel stick spiced with the smoky barbeque flavor of TABASCO® Brand Chipotle Pepper Sauce. Chipotle sauce is made from vine-ripened red jalapenos, slow-smoked over pecan wood. The second new SUPERPRETZEL® Pretzels™ flavor blends a Pepperjack cheese-filled soft pretzel stick with the original TABASCO® Brand Pepper Sauce.

Baked or fried, these soft pretzel sticks offer the pallet of any restaurant patron one fiery and delicious taste sensation! Ideally, they will be served in a restaurant or bar plated with a ramekin of various dipping sauces to complement their distinctive flavor profiles. For example, the smoky barbeque flavor of chipotle can be complemented by sour cream, or fired up even more by dipping into additional TABASCO® Brand Chipotle Pepper Sauce! For diehard, fiery food fanatics, blow the roof off with the Pepperjack cheese-filled soft pretzel stick with the original TABASCO® Brand Pepper Sauce duo dunked in a habanero pico de gallo.

As if the bite-sized fireballs weren't tempting enough, the two category leaders, SUPERPRETZEL® and TABASCO® Brand, have combined their firepower into a spicy, full-sized, 6.25 ounce Chipotle-n-Cheddar flavor, packed with nothing but pure heat! This soft pretzel version is stuffed with aged cheddar cheese spiced with TABASCO® Brand Chipotle Pepper Sauce, and is topped with shredded cheddar. The full-sized soft pretzel product is ideal for stadium and arena concession stands sales.

TABASCO®, for well over a century the adventurous flavor of TABASCO® Brand Pepper Sauce has fired up generations of thrill seekers. Its all-natural ingredients and unique aging process in white oak barrels keep TABASCO® Brand Pepper Sauce on the culinary edge.

J&J Snack Foods' Pretzel Fillers® are award winning, hand-twisted soft pretzels, stuffed with delicious fillings and pre-applied toppings available in a variety of sweet and savory flavors; Sweet Cream Cheese, Apple Pie, Pizza, Cheddar Cheddar, Cinnamon Bun and Mozzarella. The pizza, cheddar, cream cheese and the recently added mozzarella flavors, are additionally sold in a 6-count retail pack in retail grocery stores nationwide.

Both the Pretzel Fillers® Stuffed Soft Pretzels and the SUPERPRETZEL® Pretzels™ Soft Pretzel Bites spiced with the variety of TABASCO® brand sauces will be offered nationwide in restaurants and at food service locations, including stadiums, theme and amusement parks.

J&J Snack Foods is offering a branded menu program for this product, as well as specially branded table tents and other spicy point-of-sale materials to help promote the product. Visit <http://www.jjsnackfoodservice.com/rbproject/branded.asp> for branded menu program details. For additional information please call 888-JJSNACK, ext. 750 or visit www.jjsnackfoodservice.com.

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® frozen beverages; LUIGI'S® Real Italian Ice and MAMA TISH'S Premium Italian Ices; frozen juice bars under the Minute Maid®, CHILL®, Barq's®, and SHAPE UPS® brand names; TIO PEPE'S® churros™; THE FUNNEL CAKE FACTORY® funnel cakes; and cookies under the READI-BAKE®, Mrs. GoodCookie® and CAMDEN CREEK® brands.

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