



Soft Pretzels & Baked Goods

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



Code	Product Description	Size	Grain Oz. Eq.	Smart Snack	Points	Ultragrain® BONUS
SUPERPRETZEL® 51% Whole Grain Soft Pretzels						
7258	SUPERSTIX® BITES - Soft Pretzel Cinnamon Bun Bites	176/0.7 oz.	0.5	X	25	+3
7259	SUPERSTIX® BITES - Soft Pretzel Sweet Cream Cheese Bites	176/0.7 oz.	0.5		25	+3
7298	SUPERSTIX® Cheddar Cheese Filled Soft Pretzel Stick	60/2.8 oz.	2, 1M/MA	X	50	+3
30110	Soft Pretzel	100/2.2 oz.	2	X	25	+3
30113	Mini Soft Pretzel	200/1 oz.	1	X	25	+3
30120	Regular Size Baked Pretzels (Sleeve Pack 10/12s)	120/2.2 oz.	2	X	25	+3
30131	Mini Soft Pretzel I/W	200/1 oz.	1	X	25	+3
30185	Soft Pretzel Nuggets	330/0.5 oz.	0.5	X	25	+3
30410	Soft Pretzel I/W	100/2.2 oz.	2	X	25	+3
31012	Soft Pretzel Rods	180/1 oz.	1	X	25	+3
31190	Soft Pretzel Junior Cheese I/W	50/3.3 oz.	2		25	+3
32155	Philadelphia-Style Soft Pretzels	75/3 oz.	3	X	25	+3
34153	SUPERSTIX® - Cinnamon Bun Soft Pretzel Stick I/W	60/2.1 oz.	2	X	25	+3
SUPERPRETZEL® Fun Shapes® 51% Whole Grain Soft Pretzels						
3678	Pumpkin	100/2.2 oz.	2	X	25	+3
3679	Snowman	100/2.2 oz.	2	X	25	+3
3702	Heart	100/2.2 oz.	2	X	25	+3
3703	Shamrock	100/2.2 oz.	2	X	25	+3
3704	Star	100/2.2 oz.	2	X	25	+3
3749	Turkey	100/2.2 oz.	2	X	25	+3
34133	Apple	100/2.2 oz.	2	X	25	+3
Bavarian Bakery™ 51% Whole Grain Low Sodium Soft Pretzels						
7051	Soft Pretzel Roll, Pre-Sliced	120/2.2 oz.	2	X	25	+3
7054	Soft Pretzel Roll, Pre-Sliced	108/2.7 oz.	2.5		25	+3
9545	Soft Pretzel Stick	72/2 oz.	2	X	50	+3
9546	Soft Pretzel Hot Dog Bun	72/2.2 oz.	2	X	50	+3
9549	Soft Pretzel Dinner Roll	100/2.6 oz.	2.5	X	50	+3
9552	Soft Pretzel Roll, Pre-Sliced	90/2.2 oz.	2	X	50	+3
Dutch Waffle 51% Whole Grain						
4521	Dutch Waffle 51% Whole Grain	48/5 in.	2		25	+3
4522	Dutch Waffle 51% Whole Grain Waffle Sticks	600/4 in.	2		50	+3
TIO PEPE'S® 51% Whole Grain Churros						
41147	Fruit Filled - Apple I/W	100/1.9 oz.	1	X	25	
41110	Fruit Filled - Bulk Apple	100/1.9 oz.	1	X	25	
41149	Non-Filled - Cinnamon I/W	100/1.48 oz.	1	X	25	
41114	Non-Filled - Bulk Cinnamon	100/1.48 oz.	1	X	25	
41148	Fruit Filled - Raspberry I/W	100/1.9 oz.	1	X	25	
41112	Fruit Filled - Bulk Raspberry	100/1.9 oz.	1	X	25	
41117	Non-Filled - Cinnamon	100/2.22 oz.	2		50	
41118	Fruit Filled - Apple	100/3.03 oz.	2		50	
41119	Fruit Filled - Raspberry	100/3.03 oz.	2		50	

Soft Pretzels & Baked Goods

ULTRAGRAIN® +3 BONUS

Qualifying products made with Ultragrain® Whole Wheat Flour ingredients earn +3 Cool School Bonus Points per case.

Learn more at CoolSchoolCafe.com



MEMBER
MANUFACTURER



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Code	Product Description	Size	Fruit	R/O Veg.	Smart Snack	Points
LUIGI'S® Sours 100% Frozen Juice Sorbet						
48450	Watermelon	96/4.4 fl. oz.	1/2 cup	-	X	50
48451	Orange	96/4.4 fl. oz.	1/2 cup	-	X	50
48452	Lemon	96/4.4 fl. oz.	1/2 cup	-	X	50
48453	Raspberry	96/4.4 fl. oz.	1/2 cup	-	X	50
48456	Orange/Raspberry Swirl	96/4.4 fl. oz.	1/2 cup	-	X	50
LUIGI'S® 100% Frozen Juice Sorbet						
48440	Lime	96/4.4 fl. oz.	1/2 cup	-	X	25
48441	Orange	96/4.4 fl. oz.	1/2 cup	-	X	25
48442	Grape	96/4.4 fl. oz.	1/2 cup	-	X	25
48443	Blue Raspberry	96/4.4 fl. oz.	1/2 cup	-	X	25
48445	Kiwi/Strawberry Swirl	96/4.4 fl. oz.	1/2 cup	-	X	25
48446	Cherry/Blue Raspberry Swirl	96/4.4 fl. oz.	1/2 cup	-	X	25
SHAPE UPS® 100% Frozen Juice Themed Cups						
41501	Flag (Blue Raspberry/Cherry Swirl)	96/4.4 fl. oz.	1/2 cup	-	X	25
41502	Shamrock (Lemon/Lime Swirl)	96/4.4 fl. oz.	1/2 cup	-	X	25
41503	Pumpkin (Orange/Lime Swirl)	96/4.4 fl. oz.	1/2 cup	-	X	25
41504	Heart (Cherry)	96/4.4 fl. oz.	1/2 cup	-	X	25
41505	Snowman (Cherry/Lime Swirl)	96/4.4 fl. oz.	1/2 cup	-	X	25
41506	Happy Birthday/Celebration (Blue Raspberry/Cherry Swirl)	96/4.4 fl. oz.	1/2 cup	-	X	25
41507	Sports (Strawberry/Lemonade Swirl)	96/4.4 fl. oz.	1/2 cup	-	X	25
41510	Cornucopia (Orange)	96/4.4 fl. oz.	1/2 cup	-	X	25
41511	Patriotic (Cherry)	96/4.4 fl. oz.	1/2 cup	-	X	25
SHAPE UPS® V-EDGE 100% Frozen Vegetable Juice Cups						
41508	Sunburst	96/4.4 fl. oz.	-	1/2 cup	X	25
41509	Cherry Splash	96/4.4 fl. oz.	-	1/2 cup	X	25
Whole Fruit® Premium Frozen 100% Juice Cups						
23060000	Wild Cherry	96/4.4 fl. oz.	1/2 cup	-	X	25
23060005	Strawberry Pomegranate	96/4.4 fl. oz.	1/2 cup	-	X	25
23060010	Orange Pineapple	96/4.4 fl. oz.	1/2 cup	-	X	25
23060015	Watermelon	96/4.4 fl. oz.	1/2 cup	-	X	25
23060020	Orange Pineapple & Cherry Swirl	96/4.4 fl. oz.	1/2 cup	-	X	25
23060025	Mixed Berry & Lemon Swirl	96/4.4 fl. oz.	1/2 cup	-	X	25
23060030	Mango/Strawberry Pomegranate Swirl	96/4.4 fl. oz.	1/2 cup	-	X	25
23060040	Cherry & Lemon Swirl	96/4.4 fl. oz.	1/2 cup	-	X	25
Whole Fruit® Premium Frozen 100% Juice Bars						
23050200	Outrageous Orange	100/2 fl. oz.	1/4 cup	-	X	15
23050205	Wild Cherry	100/2 fl. oz.	1/4 cup	-	X	15
23050210	Very Berry	100/2 fl. oz.	1/4 cup	-	X	15
23050215	Sour Apple-licious	100/2 fl. oz.	1/4 cup	-	X	15
23050300	Outrageous Orange	72/3 fl. oz.	3/8 cup	-	X	20
23050305	Wild Cherry	72/3 fl. oz.	3/8 cup	-	X	20
23050310	Very Berry	72/3 fl. oz.	3/8 cup	-	X	20
23050315	Sour Apple-licious	72/3 fl. oz.	3/8 cup	-	X	20
TIO PEPE'S® Spiced ICE™ 100% Frozen Juice Cups						
48470	Strawberry Jalapeño	96/4.4 fl. oz.	1/2 cup	-	X	50
48471	Mango Chamoy	96/4.4 fl. oz.	1/2 cup	-	X	50
48472	Horchata	96/4.4 fl. oz.	1/2 cup	-	X	50
48473	Watermelon Chili Limon Verde	96/4.4 fl. oz.	1/2 cup	-	X	50



Frozen Novelties

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

Product Benefits

- Excellent participation builder
- Provides various fruit or vegetable components



Frozen Novelties





Pre-Packaged Bakery

From breakfast solutions to after school snacks, Redi-Bake® BeneFIT® pre-baked products give you the tools you need to deliver the quality your students expect.

Product Benefits

- Meets Whole Grain-Rich criteria
- 0g Trans Fat
- Hydrogenated Oil Free
- No High Fructose Corn Syrup
- Individually Wrapped
- Thaw and Serve



Pre-Packaged Bakery

NEW!



COOL SCHOOL *cafe* MEMBER MANUFACTURER

2019-2020 SCHOOL YEAR | QUALIFYING PRODUCTS

Code	Product Description	Size	Grain Oz. Eq.	Smart Snack	Points
READI-BAKE® 51% Whole Grain BeneFIT® Mini Bars					
40452	Maple Brown Sugar I/W	96/1.25 oz.	1	X	15
40454	Oatmeal Chocolate Chip I/W	96/1.25 oz.	1	X	15
40456	Banana Chocolate Chunk I/W	96/1.25 oz.	1	X	30
READI-BAKE® 51% Whole Grain BeneFIT® Brownie Bars					
40455	Brownie Bar I/W	96/1.25 oz.	1	X	15
READI-BAKE® 51% Whole Grain BeneFIT® Breakfast Bars					
40400	Oatmeal Raisin I/W	48/2.5 oz.	2		15
40401	Oatmeal Chocolate Chip I/W	48/2.5 oz.	2		15
40402	Banana Chocolate Chunk I/W	48/2.5 oz.	2		15
40403	Apple Cinnamon I/W	48/2.5 oz.	2		15
40404	French Toast I/W	48/2.5 oz.	2		15
40405	Apple Blueberry Chip I/W	48/2.5 oz.	2		15
40406	Cocoa Chip I/W	48/2.5 oz.	2		15
51% Whole Grain Pre-Packaged Grahams/Crackers					
056070	BELLY BEARS® Graham - Chocolate	200/1 oz.	1	X	25
056071	BELLY BEARS® Graham - Honey	200/1 oz.	1	X	25
056072	BELLY BEARS® Graham - Cinnamon	200/1 oz.	1	X	25
056073	Dots Vanilla Graham Crackers	200/1 oz.	1	X	25
056074	ABC Mixed Berry Graham Crackers	200/1 oz.	1	X	25
056075	Sports Strawberry Graham Crackers	200/1 oz.	1	X	25
039085	Jungle Crackers	200/1 oz.	1	X	25
056080	BELLY BEARS® Graham - Cinnamon	100/2 oz.	1	X	50
056079	Jungle Crackers	100/2 oz.	2	X	50



Code	Product Description	Size	Grain Oz. Eq.	Smart Snack	Points	Ultragrain® BONUS
READI-BAKE® BeneFIT® 51% Whole Grain Reduced Fat Cookie Dough						
04911	Chocolate Chip	384/1 oz.	0.5	X	25	+3
04912	Candy	384/1 oz.	0.5	X	25	+3
04914	Double Chocolate	384/1 oz.	0.5	X	25	+3
04915	Sugar	384/1 oz.	0.5	X	25	+3
04917	Oatmeal Raisin	384/1 oz.	0.5	X	25	+3
14401	Red White and Blue	384/1 oz.	0.5	X	50	+3
14404	Red Velvet	384/1 oz.	0.5	X	50	+3
04931	Chocolate Chip	180/1.33 oz.	0.75	X	15	+3
04932	Candy	180/1.33 oz.	0.75	X	15	+3
04934	Double Chocolate	180/1.33 oz.	0.75	X	15	+3
04935	Sugar	180/1.33 oz.	0.75	X	15	+3
04939	Oatmeal Chocolate Chip	180/1.33 oz.	0.75	X	15	+3
14402	Red White and Blue	180/1.33 oz.	0.75	X	30	+3
14405	Red Velvet	180/1.33 oz.	0.75	X	30	+3
14921	Chocolate Chip	192/1.85 oz.	1	X	25	+3
14922	Candy	192/1.85 oz.	1	X	25	+3
14925	Sugar	192/1.85 oz.	1.25	X	25	+3
14927	Oatmeal Raisin	192/1.85 oz.	1.25	X	25	+3
14924	Double Chocolate	192/1.85 oz.	1	X	25	+3
14403	Red White and Blue	192/1.85 oz.	1	X	50	+3
14406	Red Velvet	192/1.85 oz.	1	X	50	+3
READI-BAKE® BeneFIT® 51% Whole Grain Themed Cookie Dough						
74226	Football	144/1.2 oz.	0.75		25	+3
74221	Harvest	144/1.2 oz.	0.75		25	+3
74225	Holiday	144/1.2 oz.	0.75		25	+3
74230	Heart	144/1.2 oz.	0.75		25	+3
74231	Shamrock	144/1.2 oz.	0.75		25	+3
74224	Spring	144/1.2 oz.	0.75		25	+3
READI-BAKE® BeneFIT® 51% Whole Grain Frozen Roll Dough						
01509	White Wheat Roll Dough	216/2.2 oz.	2		25	+3
01519	White Wheat Roll Dough	408/1.1 oz.	1	X	25	+3



Cookie Dough

Delicious BeneFIT® 51% whole grain cookies will satisfy your students' smart snack cravings, with sizes and varieties for all ages and palates.

Product Benefits

- Meets Whole Grain-Rich criteria
- Less than 200 calories
- 0g Trans Fat
- Hydrogenated Oil Free
- No High Fructose Corn Syrup

Biscuits & Roll Doughs

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



Cookie & Roll Doughs

ULTRAGRAIN® +3 BONUS

Qualifying products made with Ultragrain® Whole Wheat Flour ingredients earn +3 Cool School Bonus Points per case.

Learn more at CoolSchoolCafe.com



COOL
SCHOOL
cafe MEMBER
VEGETARIAN MANUFACTURER





Real **Simple.** Real **Cool.**



purchase

Member Manufacturer
qualifying products.
Qualifying purchase
dates 7/1/19 – 6/30/20.



submit

your points with your distributor
purchase verification
(usage/velocity reports).
Send to
Support@CoolSchoolCafe.com



redeem

at CoolSchoolCafe.com
for items to enhance your
meal program.

ENHANCE YOUR MEAL PROGRAM. EARN COOL SCHOOL POINTS.

Here are just some of the great items to enhance your meal programs using **Cool School Points.**



Breakfast in the
Classroom Set
30084130



Label Maker
30084210



I Tried It Stickers
30082542



Fruit & Veggie
Challenge Bookmarks
30084037



Small Turner
30082225

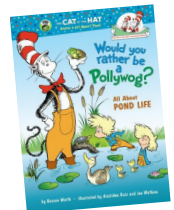


Food Storage
Container 6 Qt.
55073108



Don't see it? We can get it!
Contact Cool School Support
for custom items to enhance
your meal program.

Would you rather
be a Pollywog?
30082490



Utility Tongs
55073180



Cool School Cafe
Marketing Services
30084362



Got Milk 2-Crate
Merchandising Cart
30084320

Conference Registrations

School Nutrition
Industry Conference
(SNIC)
30082405

Annual Nutrition
Conference (ANC)
30022001



Visit CoolSchoolCafe.com for a complete listing of items to enhance your meal program.

Categories include: Activities, Apparel, Dining, Education, Equipment, Marketing, Nutrition, Student Items and more.