



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® Soft Pretzels						
7258	SUPERSTIX BITES 51% Whole Grain - Cinnamon Bun	176/0.7 oz.	0.5	X	25	+3
7259	SUPERSTIX BITES 51% Whole Grain - Sweet Cream Cheese	176/0.7 oz.	0.5	--	25	+3
7298	Cheddar Cheese Filled Soft Pretzel Stick	60/2.8 oz.	2,1M/MA	X	50	+3
30110	51% Whole Grain Soft Pretzel	100/2.2 oz.	2	X	25	+3
30113	Mini Soft Pretzel 51% Whole Grain	200/1 oz.	1	X	25	+3
30120	51% Whole Grain Regular Size Baked Pretzels (Sleeve Pack 10/12s)	120/2.2 oz.	2	X	25	+3
30131	Mini Soft Pretzel 51% Whole Grain I/W	200/1 oz.	1	X	25	+3
30185	51% Whole Grain Nuggets	330/0.5 oz.	0.5	X	25	+3
30410	51% Whole Grain I/W	100/2.2oz.	2	X	25	+3
31012	51% Whole Grain Rods	180/1 oz.	1	X	25	+3
31190	51% Whole Grain Junior Cheese I/W	50/3.3 oz.	2	--	25	+3
32155	51% Whole Grain Philadelphia-Style Soft Pretzels	75/3 oz.	3	X	25	+3
34153	SUPERSTIX® 51% Whole Grain - Cinnamon Bun I/W	60/2.1 oz.	2	X	25	+3
SUPERPRETZEL® 51% Whole Grain Fun Shapes						
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 Pretzels						
7051	Soft Pretzel Roll Low Sodium, Pre-Sliced	120/2.2 oz.	2	X	25	+3
7054	Soft Pretzel Roll Low Sodium, Pre-Sliced	108/2.7 oz.	2.5	--	25	+3
9545	Soft Pretzel Stick 51% Whole Grain	72/2 oz.	2	X	50	+3
9546	Soft Pretzel Hot Dog Bun 51% Whole Grain	72/2.2 oz.	2	X	50	+3
9549	Soft Pretzel Dinner Roll 51% Whole Grain	100/2.2 oz.	2	X	50	+3
Dutch Waffle 51% Whole Grain						
4521	Dutch Waffle 51% Whole Grain	48/5 in.	2	--	25	+3
TIO PEPE'S® Churros 51% Whole Grain						
41147	Fruit Filled Churros 51% Whole Grain - Apple I/W	100/1.9 oz.	1	X	25	
41110	Fruit Filled Churros 51% Whole Grain - Bulk Apple	100/1.9 oz.	1	X	25	
41149	Non-Filled Churros 51% Whole Grain - Cinnamon I/W	100/1.48 oz.	1	X	25	
41114	Non-Filled Churros 51% Whole Grain - Bulk Cinnamon	100/1.48 oz.	1	X	25	
41148	Fruit Filled Churros 51% Whole Grain - Raspberry I/W	100/1.9 oz.	1	X	25	
41112	Fruit Filled Churros 51% Whole Grain - Bulk Raspberry	100/1.9 oz.	1	X	25	
41115	Fruit Filled Churros 51% Whole Grain - Guava	100/1.9 oz.	1	X	50	
41116	Fruit Filled Churros 51% Whole Grain - Mango	100/1.9 oz.	1	X	50	
41117	Non-Filled Churros 51% Whole Grain - Cinnamon	100/2.22 oz.	2	--	50	
41118	Fruit Filled Churros 51% Whole Grain - Apple	100/3.03 oz.	2	--	50	
41119	Fruit Filled Churros 51% Whole Grain - 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. Purchase dates: 7/1/2018 - 6/30/2019. Learn more at CoolSchoolCafe.com

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Code	Product Description	Size	Fruit	R/O Veg.	Smart Snack	Points
LUIGI'S® Sours 100% Frozen Juice Sorbet - 100% Vitamin C						
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
LUIGI'S® 100% 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 (Red 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	50
41511	Patriotic (Cherry)	96/4.4 fl. oz.	1/2 cup		X	50
SHAPE UPS® V-EDGE 100% Frozen Vegetable Juice Cups						
41508	Sunburst	96/4.4 fl. oz.		1/2 cup	X	50
41509	Cherry Splash	96/4.4 fl. oz.		1/2 cup	X	50
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
23060035	Mixed Berry & Lemon Swirl	72/6.6 fl. oz.	3/4 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

Frozen Novelties

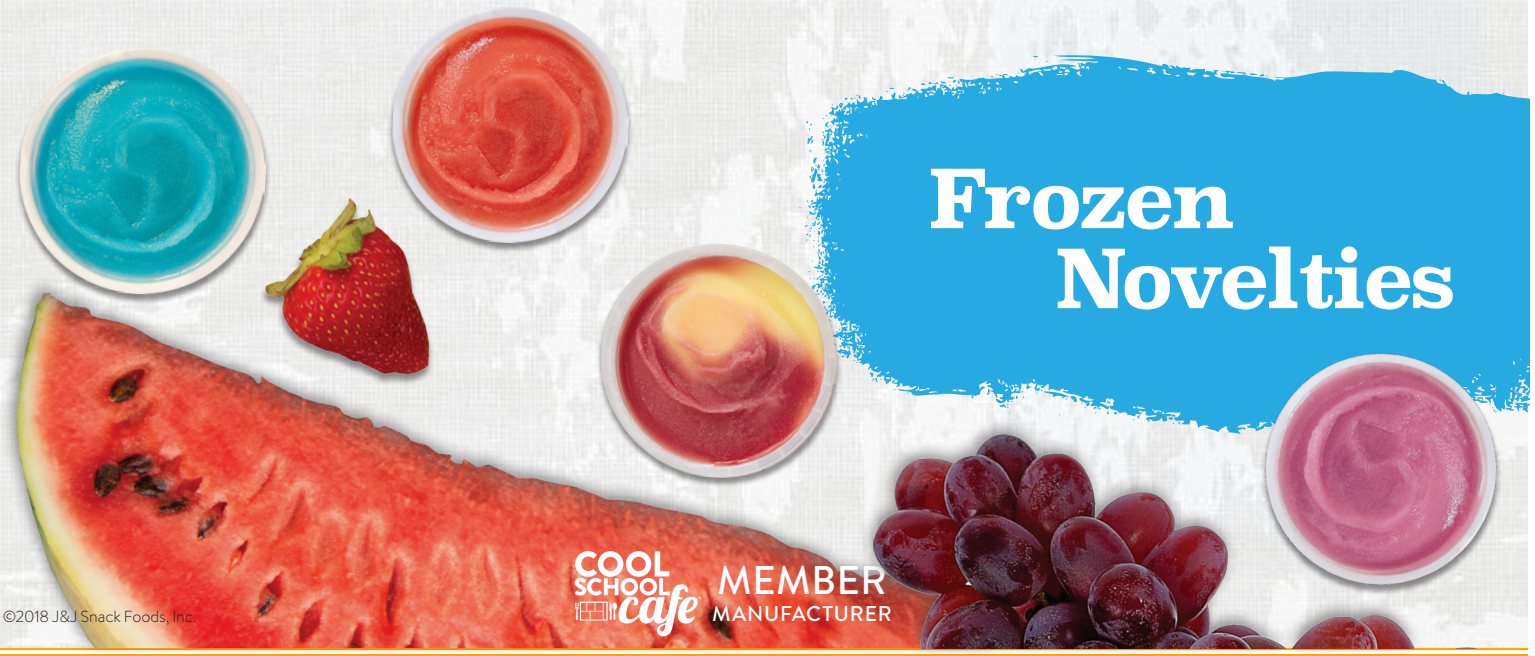
J&J Snack Foods helps you lay the foundation for increased meal participation by offering great tasting, 100% juice frozen novelties and sorbet, while complying with stricter wellness policies.

Product Benefits

- Excellent participation builder
- Provides various fruit or vegetable components



Frozen Novelties



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Pre-Packaged Bakery

From breakfast solutions to after school snacks, Readi-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

2018-2019 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
Pre-Packaged Grahams/Crackers 51% Whole Grain					
056070	BELLY BEARS® 51% Whole Grain Graham - Chocolate	200/1 oz.	1	X	25
056071	BELLY BEARS® 51% Whole Grain Graham - Honey	200/1 oz.	1	X	25
056072	BELLY BEARS® 51% Whole Grain Graham - Cinnamon	200/1 oz.	1	X	25
056073	Dots 51% Whole Grain Vanilla Graham Crackers	200/1 oz.	1	X	25
056074	ABC 51% Whole Grain Mixed Berry Graham Crackers	200/1 oz.	1	X	25
056075	Sports 51% Whole Grain Strawberry Graham Crackers	200/1 oz.	1	X	25
039085	Jungle Crackers 51% Whole Grain	200/1 oz.	1	X	25



Pre-Packaged Bakery



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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 Biscuit Dough						
20571	Biscuit Dough	396/1.2 oz.	1	--	25	+3
20572	Biscuit Dough	180/2.4 oz.	2	--	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
01610	Deluxe Cinnamon Rolls	180/2.5 oz.	2	X	25	+3
11610	Deluxe Cinnamon Rolls	260/1.7 oz.	1.25	--	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 & Rolls

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, Biscuit & Roll Dough



ULTRAGRAIN® +3 BONUS

Qualifying products made with Ultragrain® Whole Wheat Flour ingredients earn **+3 Cool School Bonus Points** per case. Purchase dates: 7/1/2018 - 6/30/2019. Learn more at CoolSchoolCafe.com





Reward

YOUR MEAL PROGRAM WITH



PARTICIPATION IS AS EASY AS 1, 2, 3!



1 PURCHASE

manufacturer-qualifying products from our Member Manufacturers between 7/1/2018 - 6/30/2019.

2 SUBMIT

your points with your distributor purchase verification (usage/velocity reports) by 7/20/2019.

Email: Support@CoolSchoolCafe.com
 Mail: Cool School Cafe
 PO Box 535
 Becker, MN 55308

3 SHOP

at CoolSchoolCafe.com to choose from a variety of rewards.



Equipment



Kathy W. Food Service Supervisor
 Defiance City Schools
 Defiance, OH

3-Step Little Jumbo Step Ladder
 55074100



Apparel



Terrebonne Parish School District, LA



Cool School Cafe Apron
 30082453

Continued Education



School Nutrition Association National Conference Registration (ANC)
 30082316



Visit CoolSchoolCafe.com for a complete listing of rewards, including activities, apparel, educational materials, electronics, equipment, professional development, student giveaways and more.