

Full Line Product Guide



www.jjsnackfoodservice.com



Brands



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 principle 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 bakery brands within COUNTRY HOME BAKERS and HILL & VALLEY.

Consumers can find our delicious products in a variety of settings, nationwide*:

- Business Dining
- Club Stores
- Colleges & Universities
- Convenience Stores
- Healthcare
- Independent Restaurants
- In Store Bakery
- Mass Merchants
- Military
- Movie Theatres
- National & Regional Restaurant Chains
- Schools K-12
- Sports & Entertainment
- Supermarket & Grocery
- Theme & Amusement Parks

* Segment specific brochures are also available for specific segment needs



6000 Central Highway, Pennsauken, NJ 08109

www.jjsnackfoodservice.com

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Soft Pretzels



Item #3198

Demand the best in soft pretzels. Soft, warm and delicious.



Item #3010



Item #4497957373, #4497957374



Item #7041



Item #7114

SUPERPRETZEL® Soft Pretzels

Provide profitable enjoyment to your customers with our wide variety of soft, warm and delicious soft pretzels.

- Available in sizes ranging from .5 oz bites to 10 oz Jumbo, and even Soft Pretzel Fries!
- Tons of fun recipe ideas to add a twist to your menu
- Most soft pretzels are fully baked, simply heat and serve
- Serve plain, salted, topped or with mustard, cheese, salsa or any dip

SUPERPRETZEL® 51% Whole Grain Soft Pretzels

Our comprehensive line of 51% whole grain products delivers increased fiber and whole grain goodness.

- Provides grains/breads for the Child Nutrition Program
- Available in .5 oz., king size, 1 oz. rods and 2.2 oz. individually wrapped varieties
- Delivers up to 4g fiber per pretzel, depending on size
- Labor saver - simply heat and serve

Brauhaus Pretzel™

Combining many different worldly ingredients, we have created the ultimate authentic, pub-style soft pretzel.

- Hand crafted, Bavarian style with an earthy rye flavor
- Perfect addition to menus as an appetizer, snack, or beer pairing
- Light and fluffy interior, with a fresh baked crunch on the outside
- No artificial colors and flavors

SUPERPRETZEL® Bavarian Soft Pretzels

The same tradition and quality you've come to expect from SUPERPRETZEL® now available in authentic, old-world Bavarian style soft pretzels.

- Old-world, Bavarian style dough made using premium ingredients and hand-twisted
- Pair with beer cheese, top with bratwurst and cheese or partner with the perfect craft beer for a popular and unique offering



Item #66624A

Item #23624



Item #7140



Item #7168

Item #7165

Item #7167

Item #7162



Item #3295



Item #7052



Soft Pretzel
Sticks & Rolls

Item #9067002, #9085002, #9433004

Pretzel Fillers®

Filled or topped with sweet and savory flavors.

- Available in a variety of sizes
- Hand-twisted and pre-baked
- Simply heat and serve
- Ideal for any grab-n-go location

Kim & Scotts® Gourmet Soft Pretzels

Variety of delicious stuffed and classic flavors available in bulk pack, individually wrapped, or bites

- Made from scratch and hand-twisted
- No trans fat, hydrogenated oils, or preservatives
- Good source of whole grains

SUPERPRETZEL® Pretzel Dogs

100% all beef hot dogs with no trans fat

- Perfect snack size so you can enjoy it with friends
- Ideal for casual dining, kid's menus, appetizers or anytime

Bavarian Bakery™ Stick & Rolls

All Bavarian Bakery products are hand-twisted or sliced, fully baked & taste great.

- Thaw-n-serve or heat and serve
- Sandwich rolls are pre-sliced for ease of use

Labriola® Baking Company

Labriola produces a full line of Artisan Pretzels. "Every great meal starts with great bread!"

- Just heat and serve
- Hand-twisted and hand-sliced, a great culinary addition



Churros



Item #41806



Item #3317



Item #5046

Item #003314



Book the mariachi band, it's about to be a fiesta!

California Churros®

California knows how to fiesta.

- Available in 3" and 5" loop sizes
- Available in bite size, 5" mini, and 10" traditional and 16" king size
- Versatile product that can be featured throughout the day
- Perfectly paired with coffee, cappuccino or espresso

OREO® Churros

Crispy, chocolate churros made with OREO® Cookie pieces.

- Unique, attention-grabbing dessert option
- Roll in sugar or serve un-topped
- Available in filled 10" and filled bites
- OREO® creme dip available

Tio Pepe's® Churros

Tio Pepe's authentic churros will have your taste buds going loco!

- Available in bite size, 10" traditional and 16" king size
- Versatile product that can be featured throughout the day
- Individually wrapped, grab-n-go options available

Tio Pepe's® 51% Whole Grain Churros

Authentic churros for A La Carte and Hispanic Menu days.

- 51% Whole Grain
- 1 serving of grains
- Filled and non-filled varieties
- Individually wrapped and bulk pack
- Smart snack compliant
- Cool School qualifying product



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Funnel Cakes & Waffles



Funnel cakes in every size, whole grain waffles, and even fries!

Frozen Novelties



Cool Eats, Refreshing Treats!

Funnel Cake Factory® Funnel Cakes & Fries

Let them eat cake... For breakfast, lunch, and dinner.

- Available in fries, 5" or 8.5" sizes
- Just heat or fry pre-formed funnel cake
- To make from scratch, choose our funnel cake mix
- Top with powdered sugar, serve with chocolate or caramel sauce
- Dual flavored varieties available. Two flavors swirled together for the ultimate funnel cake experience!

51% Whole Grain Dutch Waffles & Sticks

The taste they want. The calories you need.

- Boosts participation
- 300 Calories
- 51% Whole Grain
- 2 Servings of grains
- Made with ULTRAGRAIN®
- Cool School® qualifying product
- 1 Dutch Waffle is 2 grain servings of grains
- 10 Dutch Waffle Sticks is 2 servings of grains

LUIGI'S® Real Italian Ice

No one knows Italian Ice better than LUIGI'S. America's #1 selling brand is the perfect, no guilt, refreshing snack.

- Naturally flavored, free of fat, cholesterol and dairy.
- Available in 4 fl. oz. tubes and 10 fl. oz. cups
- 100% RDA Vitamin C
- Gluten free
- Portion controlled cups

LUIGI'S® Sherbet

All of the flavor and none of the guilt.

- Made with real fruit juice and cream
- Easy to spoon, creamy texture
- Low sodium
- 100% RDA Vitamin C
- Gluten free

LUIGI'S® Intermezzo

Built with your patients in mind.

- Offers a long tray life
- Only 80 calories per serving
- Fat free, cholesterol free, protein free Gluten free
- 100% RDA Vitamin C
- Clear liquid diets
- No sugar added variety available for diabetics and other sugar conscious consumers



NEW!

MINUTE MAID® Soft Frozen Lemonade

Freeze the memories.

- Recognized brand by 98% of consumers
- Convenient, portable, and spoonable textures
- Available in 12 fl. oz. cup
- Fat free
- Made with real fruit juice
- Gluten free

WHOLE FRUIT® Premium 100% Juice Cups

The name says it all.

- Available in sizes ranging from 2.25 to 4.4 fl. oz.
- Contains 100% juice, no added sugar and no artificial colors. It is like enjoying a whole piece of fruit.
- 100% RDA Vitamin C
- Gluten free

Shape Ups®

Embrace the holidays.

- Each 4.4 fl. oz. cup provides ½ cup fruit component
- Fun, holiday, graphic lids
- Gluten free
- Kosher certified
- Contains 3g fiber
- 100% RDA Vitamin C

ICEE® Freeze Tubes and Cups

Carbonation Nation.

- Tasty alternative to ice cream
- Fat free, cholesterol free, dairy free
- Gluten free
- Kosher
- Heat sealed, tamper evident lids
- Resealable top for convenience and portability

ICEE® Floats

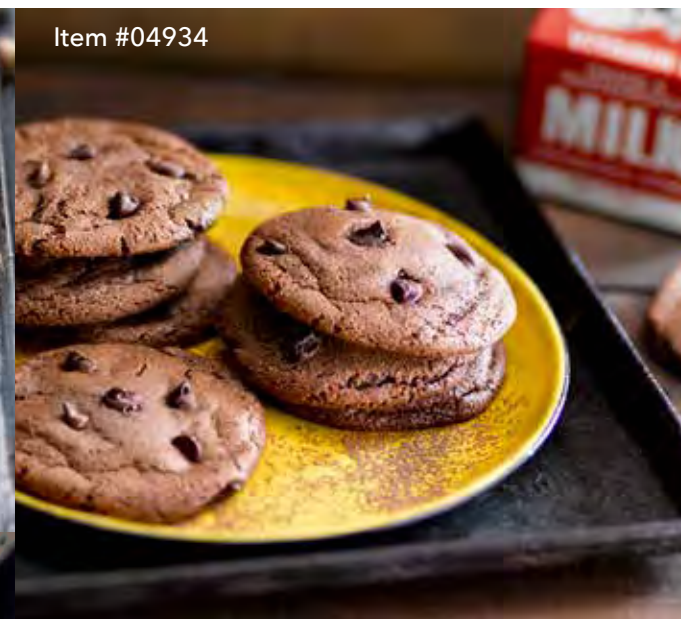
Creamy Vanilla Ice Cream & Bold ICEE® Flavors Swirled to Perfection!

- Indulgent swirled frozen treat
- Gluten free
- No high fructose corn syrup
- Heat sealed, tamper evident lids



Minute Maid is a registered trademark of the Coca-Cola Company. ©2020 The Coca-Cola Company

Frozen Cookie Dough



Wholesome, sweet, and loved by all ... just like you ;)

Traditional Cookie Dough

Just like Ma' used to make.

- Offered in a wide variety of sizes from .44 oz. to 2.5 oz.
- Pre-formed, and pre-portioned

Supreme Cookie Dough

A bite above the rest.

- Made with a rich butter blend
- Pre-formed, pre-portioned

Gourmet Cookie Dough

Perfection comes easy.

- Indulgent flavors with chunks of wholesome ingredients
- Pre-formed, pre-portioned

Simply Delicious™

Life is complicated enough. Know what you're eating.

- No high fructose corn syrup, artificial flavors, colors, or sweeteners
- No preservatives or hydrogenated oils
- Pre-formed, pre-portioned

Seasonal Cookie Doughs

Seasons change ... so should your cookie selection.

- Seasonal flavor creations for all year 'round
- Pre-formed, and pre-portioned

BeneFit® 51% Whole Grain Cookie Dough

Whole Grain in the food chain.

- No Hydrogenated Oil or HFCS
- 1.25 - .5 servings of grains
- 51% Whole grain
- Smart Snack Compliant
- Pre-formed, pre-portioned
- 0g Trans Fat

Sugar-Free Cookie Dough

Sweet as sugar, without any.

- Distinctive square shape both pre- and post-bake
- Unique 1 oz. formulation provides portion control
- Less than 130 calories and 18g or less carbohydrates per serving
- 0g Trans Fat

Themed Cookie Dough

Break the mold because you won't be needing it anymore.

- Fun, pre-shaped cookies for every holiday.
- Color sugar packets included
- 51% Whole grain varieties available
- Perfect to decorate for a holiday activity
- Pre-formed, pre-portioned



Item #00052



Item #01508



Item #20583

Breads, Biscuits & Rolls



Handhelds

Item #4497902071

When your passion for baking goes beyond the dough.

You'll have your hands full.

Bread Doughs

You knead this dough.

- Just proof and bake
- Available in variety of sizes and flavors
- Easy to bake pre-formed dough

Roll Dough

Roll with it.

- No mixing required
- Easy to bake pre-formed dough

Biscuits

Come join us for breakfast.

- Freezer to oven
- Pre-formed dough pucks
- 51% Whole grain options

BeneFIT® Roll Doughs & Biscuits

Go insane for Whole Grain.

- Made with 51% Whole Grains
- Easy to bake pre-formed dough
- 0g Trans Fat
- Provides 1-2 grains

Savory Stuffed Sandwiches

The perfect slice in every bite.

- Available in both bakeable and fryable varieties
- Branded serving sleeves available
- Holds well under heat
- Convenient on the go meal

Part of the appeal with these snacks is the ability to eat with your hands or to eat

on-the-go.*

Our handhelds come encased in a crust to not only increase flavor but to also minimize mess!



Item #40613

Item #40401

Item #2049193

No sweat, they don't have to be heated!

Corazona's® HEARTBAR™ Oatmeal Squares

We've baked a thoughtful mix of tasty, heart-healthy ingredients together to create a convenient snack that is truly good for your heart.

- NON-GMO Ingredients
- Plant Sterols Helps Lower Cholesterol*
- Excellent Source of Fiber
- Whole Grain Rolled Oats

Mrs. GoodCookie® Prebaked Individually Wrapped Cookies

2 oz. Soft Baked Cookies are fully baked and individually wrapped in an eye-catching film which is great for on-the-go!

- 46% of consumers eat a cookie once a week
- Ambient shelf life up to 180 days
- Shelf Life 1 year, when stored frozen

Benefit® Bars

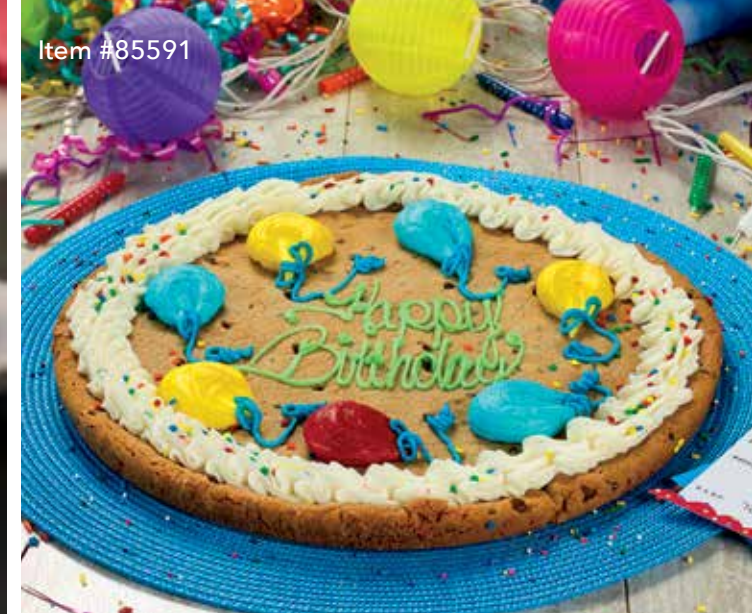
Beneficial for you, great tasting for them.

- Made with 51% whole grains
- Contains at least 3 grams of Fiber
- Thaw and serve convenience
- Frozen shelf life: 18 Months, Refrigerated shelf life 6 weeks, Ambient shelf life: 1 week

Pre-Packaged Grahams & Crackers

We support playing with food.

- Good source of Calcium
- Convenient single serve packages
- Belly Bears®, Crunch' N Crave® Crackers & Jungle Crackers® have options to meet the 1 & 2 grains per serving requirement
- 0g Trans Fat
- Smart Snack compliant
- Great for after school programs, daycares, summer feedings



Serve up pre-baked sweet indulgent treats for any occasion.

Complement your products with tasty condiments and toppings.

New Day® Mini Bundt Cakes

Take flavor to the max with indulgent Mini Bundt Cakes

- Great for customizing, top as desired
- Perfect for grab-n-go breakfast or entertaining
- Thaw & serve convenience

New Day® Message Cookies

Change the party conversation with these delicious treats!

- Easy preparation - simply thaw, decorate & sell
- Each case includes 18 fully baked message cookies packed in a tray with lid



Plain cookie in clamshell

Condiments

Some like it salty, some like it sweet.

- Specialty SUPERPRETZEL® mustard and toppings

Accessories

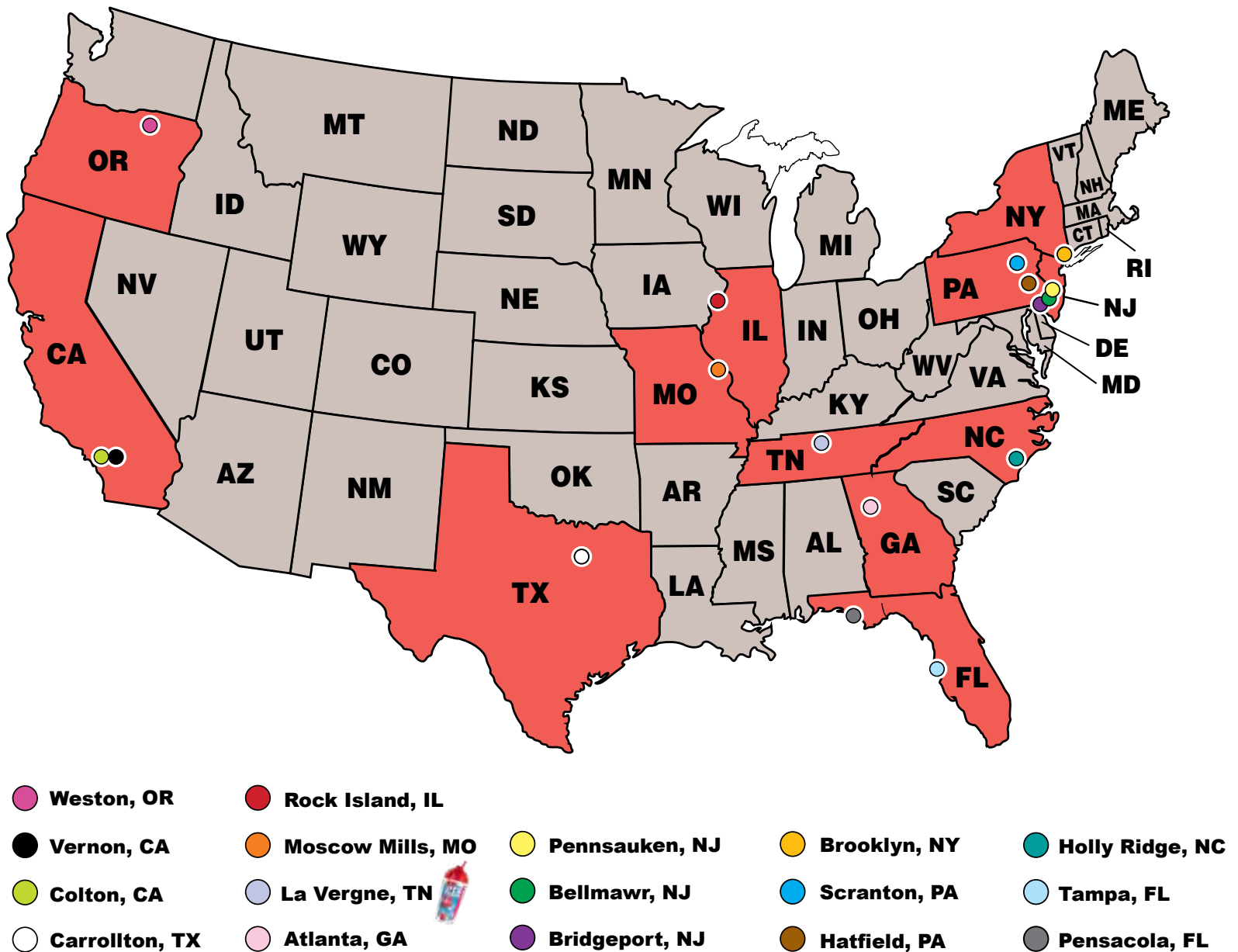
Convenient ways to serve our products providing a safer and more enjoyable experience

- Paper sleeves and containers for ease of serving and sharing

For additional information on our equipment, please to contact your local J&J Snack Foods Sales Representative

MANUFACTURING LOCATIONS MAP

J&J Snack Foods is the largest manufacturer of soft pretzels in the world with a wide range of delicious varieties. Success in the soft pretzel business has led to the expansion of products in other sectors, such as baked goods, frozen novelties and frozen beverages. The company has now grown to numerous manufacturing facilities across the country!



#FunServedHere

RECIPE IDEAS

visit www.jjsnackfoodservice.com for more information on these and other great recipe inspirations!



Chicken and Waffles



Bacon Cheeseburger Soft Pretzel Fries



Churro Cupcake



Funnel Cake Nachos



Oatmeal Apple Whoopie Pies



SUPERPRETZEL® Stuffing



Schnitzel



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