



2020-2021
SCHOOL YEAR





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



Soft Pretzels Churros & Dutch Waffles



Ultragrains®
+2 BONUS

Qualifying products made with Ultragrains® Whole Wheat Flour ingredients earn +2 Cool School Bonus Points per case.

Learn more at
CoolSchoolCafe.com



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JJSnackFoodservice.com | 800.989.9534 x6140

Code	Product Description	Size	Grain Oz. Eq.	Smart Snack	Points	Ultragrains® BONUS
51% Whole Grain Soft Pretzels						
7258	SUPERSTIX® BITES - Soft Pretzel Cinnamon Bun Bites	176/0.7 oz.	0.5	X	25	+2
7259	SUPERSTIX® BITES - Soft Pretzel Sweet Cream Cheese Bites	176/0.7 oz.	0.5		25	+2
30110	SUPERPRETZEL® Soft Pretzel	100/2.2 oz.	2	X	25	+2
30113	SUPERPRETZEL® Mini Soft Pretzel	200/1 oz.	1	X	25	+2
30120	SUPERPRETZEL® Regular Size Baked Pretzels (Sleeve Pack 10/12s)	120/2.2 oz.	2	X	25	+2
30131	SUPERPRETZEL® Mini Soft Pretzel I/W	200/1 oz.	1	X	25	+2
30185	SUPERPRETZEL® Soft Pretzel Nuggets	330/0.5 oz.	0.5	X	25	+2
30410	SUPERPRETZEL® Soft Pretzel I/W	100/2.2 oz.	2	X	25	+2
31012	SUPERPRETZEL® Soft Pretzel Rods	180/1 oz.	1	X	25	+2
31190	SUPERPRETZEL® Soft Pretzel Junior Cheese I/W	50/3.3 oz.	2		25	+2
32155	SUPERPRETZEL® Philadelphia-Style Soft Pretzels	75/3 oz.	3	X	25	+2
34153	SUPERSTIX® - Cinnamon Bun Soft Pretzel Stick I/W	60/2.1 oz.	2	X	25	+2
SUPERPRETZEL® Fun Shapes® 51% Whole Grain Soft Pretzels						
3678	Pumpkin	100/2.2 oz.	2	X	25	+2
3679	Snowman	100/2.2 oz.	2	X	25	+2
3702	Heart	100/2.2 oz.	2	X	25	+2
3703	Shamrock	100/2.2 oz.	2	X	25	+2
3704	Star	100/2.2 oz.	2	X	25	+2
3749	Turkey	100/2.2 oz.	2	X	25	+2
34133	Apple	100/2.2 oz.	2	X	25	+2
Bavarian Bakery™ 51% Whole Grain Low Sodium Soft Pretzels						
7051	Soft Pretzel Roll, Pre-Sliced	120/2.2 oz.	2	X	25	+2
7054	Soft Pretzel Roll, Pre-Sliced	108/2.7 oz.	2.5		25	+2
9545	Soft Pretzel Stick	72/2 oz.	2	X	50	+2
9546	Soft Pretzel Hot Dog Bun	72/2.2 oz.	2	X	50	+2
9549	Soft Pretzel Dinner Roll	100/2.6 oz.	2.5	X	50	+2
9551	Soft Pretzel Roll, Bulk	90/2.2 oz.	2	X	50	+2
9552	Soft Pretzel Roll, Pre-Sliced	90/2.2 oz.	2	X	50	+2
Dutch Waffle 51% Whole Grain						
4521	Dutch Waffle 51% Whole Grain	48/5 in.	2		25	+2
4522	Dutch Waffle 51% Whole Grain Waffle Sticks	600/4 in.	2		50	+2
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	



Code	Product Description	Size	Fruit	R/O Veg.	Smart Snack	Points
LUIGI'S® 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						
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



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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



2020-2021 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
40407	Maple Brown Sugar I/W	48/2.5 oz.	2		30
51% Whole Grain Pre-Packaged Graham/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
056080	BELLY BEARS® Graham - Cinnamon	100/2 oz.	2	X	50
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
056079	Jungle Crackers	100/2 oz.	2	X	50
039085	Jungle Crackers	200/1 oz.	1	X	25



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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	+2
04912	Candy	384/1 oz.	0.5	X	25	+2
04914	Double Chocolate	384/1 oz.	0.5	X	25	+2
04915	Sugar	384/1 oz.	0.5	X	25	+2
04917	Oatmeal Raisin	384/1 oz.	0.5	X	25	+2
14401	Red White and Blue	384/1 oz.	0.5	X	50	+2
14404	Red Velvet	384/1 oz.	0.5	X	50	+2
04931	Chocolate Chip	180/1.33 oz.	0.75	X	15	+2
04932	Candy	180/1.33 oz.	0.75	X	15	+2
04934	Double Chocolate	180/1.33 oz.	0.75	X	15	+2
04935	Sugar	180/1.33 oz.	0.75	X	15	+2
04939	Oatmeal Chocolate Chip	180/1.33 oz.	0.75	X	15	+2
14402	Red White and Blue	180/1.33 oz.	0.75	X	30	+2
14405	Red Velvet	180/1.33 oz.	0.75	X	30	+2
14921	Chocolate Chip	192/1.85 oz.	1	X	25	+2
14922	Candy	192/1.85 oz.	1	X	25	+2
14925	Sugar	192/1.85 oz.	1.25	X	25	+2
14927	Oatmeal Raisin	192/1.85 oz.	1.25	X	25	+2
14924	Double Chocolate	192/1.85 oz.	1	X	25	+2
14403	Red White and Blue	192/1.85 oz.	1	X	50	+2
14406	Red Velvet	192/1.85 oz.	1	X	50	+2
READI-BAKE® BeneFIT® 51% Whole Grain Themed Cookie Dough						
74226	Football	144/1.2 oz.	0.75		25	+2
74221	Harvest	144/1.2 oz.	0.75		25	+2
74225	Holiday	144/1.2 oz.	0.75		25	+2
74230	Heart	144/1.2 oz.	0.75		25	+2
74231	Shamrock	144/1.2 oz.	0.75		25	+2
74224	Spring	144/1.2 oz.	0.75		25	+2
READI-BAKE® BeneFIT® 51% Whole Grain Gourmet Spiced Cookies						
14409	Mayan Hot Chocolate w/ Caramel Pieces	192/1.85 oz.	1		50	
14410	Key Lime w/ White Chocolate Pieces	192/1.85 oz.	1		50	
14411	Sweet Heat Oatmeal Cranberry	192/1.85 oz.	1.25		50	
READI-BAKE® BeneFIT® 51% Whole Grain Frozen Roll Dough						
01509	White Wheat Roll Dough	216/2.2 oz.	2		25	+2
01519	White Wheat Roll Dough	408/1.1 oz.	1	X	25	+2



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

Roll Doughs

Readi-Bake® BeneFIT® provides "School-Made" quality rolls 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

NEW!

NEW!



Ultragrain®
+2 BONUS

Qualifying products made with Ultragrain® Whole Wheat Flour ingredients earn +2 Cool School Bonus Points per case.

Learn more at
CoolSchoolCafe.com



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



purchase

Member Manufacturer
qualifying products.
Qualifying purchase
dates 7/1/20 – 6/30/21



submit

your proof of purchase
to earn points



redeem

at CoolSchoolCafe.com
for items to enhance your
meal program

Here are some items to support your meal program during this unprecedented time.

Cool School Cafe Apron



Emoji Lunch Bags

Create
YOUR
OWN

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



Separation Hanging Banner

Countertop Modular Rack



Clear Unprinted
Grab and Go Bags

Tyson Chicken Carton



Tyson Chicken Sandwich Bag

On-The-Go 3-Cell
Bento Box Container



Nylon 6-Tub Insulated
Food Delivery Bag
11"x32"x21"

Wash Your Hands Pull-Up
Banner with Stand

ATTENTION!



Kindly wash your
hands before
proceeding

TO GO
MEAL
PICK-UP
HERE

To Go Meal Pick-Up Here
Pull-Up Banner with Stand

Double Milk Crate Cooler
with Dispensing Lid



12 oz. Snack Cup with Dome Lid -
4 3/8" Dia x 4.5" H



3-Compartment 21/6/6 oz.
Bento Box Base & Lid

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, Safety and more.

