

# Bakery & Deli



[www.jjsnackfoodservice.com](http://www.jjsnackfoodservice.com)



# 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 Bakery and Deli products include SUPERPRETZEL®, BAVARIAN BAKERY™, LABRIOLA®, and other soft pretzels, MARY B'S® biscuits and dumplings, DADDY RAY'S® fig and fruit bars, TIO PEPE'S®, CALIFORNIA® CHURROS and OREO® Churros, other handheld sandwiches, and several bakery brands within COUNTRY HOME BAKERS® and HILL & VALLEY™.



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# Bakery Brands



## Country Home Bakers®

Country Home Bakers® is proud to offer customers a wide variety of quality cookie, bread, roll, and sweet good lines available in pre-portioned and pre-formed frozen dough.



## Hill & Valley™

Hill & Valley™ Premium Bakery is America's leader in sugar free, and no-sugar added, custom baked goods with the capability to run multiple lines of cookies, pies, muffins, cakes – sliced, angel food, and cupcakes.



## Daddy Ray's®

Daddy Ray's® provides a delicious array of baked goods such as crumb topping, fig and fruit bars that are made with real fruit, they are perfect for point of purchase, front-end and commercial bakery aisles.



## Jana's®

The Jana's® taste experience will take your customer to a new level of self-indulgence. Always fresh tasting, Jana's® cookies combine authentic bakery goodness and dessert flavors, with thaw-and-serve convenience.



## Labriola®

Labriola® produces a full line of Artisan Soft Pretzel breads. These soft pretzel breads provide the finest culinary experience.

## New Day®

New Day® – Delicious Desserts are just that! Bring new, innovative, full sugar pre-baked dessert items to your stores! Guaranteed these products will be enjoyed by consumers of all ages!





# Frozen Cookie Dough



Item #04241



Item #04288



Item #14850

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





Item #04336



Item #04934



Item #74225

## 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
- Perfect to decorate for a holiday activity
- Pre-formed, pre-portioned





Item #02123



Item #01508

Item #83000

## Frozen Dough Breads, Biscuits & Rolls



When your passion for baking goes beyond the dough.

### 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

### Hot Cross Buns

We like sweet buns and we cannot lie.

- Excellent quality and taste
- Easy to bake pre-formed dough
- Consistent size and flavor
- Great seasonal items





# Pre-Baked Goods

## Hill & Valley™

Hill & Valley™ Premium Bakery is America's leader in sugar free and no-sugar added custom baked goods with the capability to run multiple lines of cookies, pies, muffins, cakes – sliced, angel food, and cupcakes.

- Prebaked Sugar Free products
- Prebaked No Sugar Added products
- Prebaked Full Sugar products

Check out  
our NEW look!



## New Day®

New Day®: New Day® – Delicious Desserts are just that! Bring new, innovative, full sugar pre-baked dessert items to your stores! Guaranteed these products will be enjoyed by consumers of all ages!

- Prebaked Full Sugar products
- Delicious variety of desserts - great for any occasion!

## Jana's®

The Jana's® taste experience will take your customer to a new level of self-indulgence.

- Always fresh tasting, Jana's® cookies combine authentic bakery goodness and dessert flavors
- Thaw-and-serves convenience





Item #3010

Item #30410

# Soft Pretzels



Item #7340



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

## 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
- 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

## SUPERPRETZEL® Poppers

Welcome to the new age of stuffed soft pretzels - with a poppable size and two delicious flavors, these pretzels are sure to be a hit!

- Fully baked, just heat and serve
- Easy to prepare - fry, bake or microwave
- Ideal for Supermarket Deli & Bakery grab-n-go areas, and catering menus
- Can be made into delicious appetizers or menu items for hot meal options





NEW!



Item #4497957372, #4497957373, #4497957374



Item #7041



Item #7346

## 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

## 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 & Scott's® 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

## Condiments and Accessories

The perfect complement to the perfect pretzel.

- Specialty SUPERPRETZEL® mustard and toppings
- Paper sleeves for ease of serving and sharing





Item #3295



Item #7052



Item #9433004, #9085002, #9067002

## 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®

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
- Now available in retail ready packaging

Now available  
in retail ready  
packaging!







Item #004185



Item #41120



Item #3321

# Churros

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

## California Churros®

California knows how to fiesta.

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

## 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.

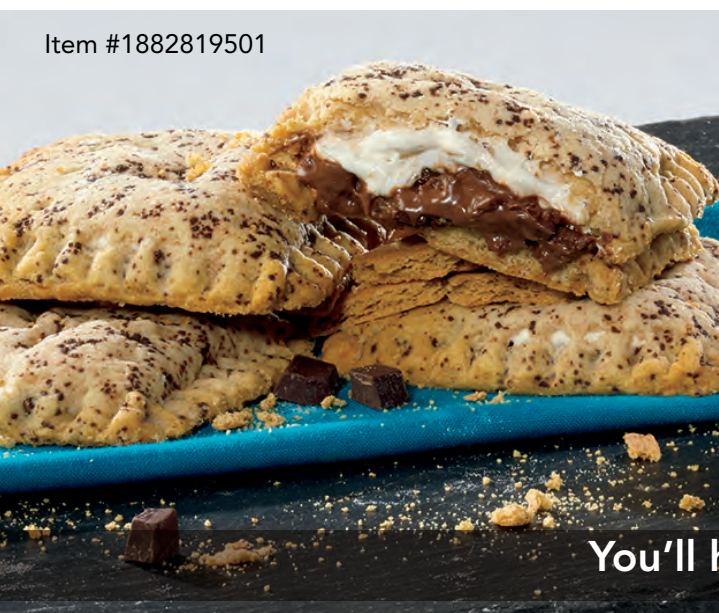
- 51% Whole Grain
- 1 serving of grains
- Filled and non-filled varieties
- Individually wrapped and bulk pack
- Smart snack compliant
- Cool School qualifying product







Item #4497902071



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Item #1882872055

You'll have your hands full.

## Pizza Stuffed Sandwiches

The perfect slice in every bite.

- Available in both bakeable and fryable varieties
- Branded serving sleeves available
- Holds well under heat

## Bubbly Crust Pies

Break out the bubbly!

- Fries in minutes and holds well under a heat lamp
- Convenient on the go dessert
- Available in traditional pie flavors
- Trans Fat Free
- Branded serving sleeves available

## Specialty Pies

Sweet Satisfaction!

- Available in .75 or 1.8 oz. sizes
- Flavored dough adds an extra burst of flavor
- Traditional bakeable and fryable pastry crust

## Pastry Crust Pies

Last course, the best course.

- Fries in minutes
- Holds well under a heat lamp
- Serve alone for hand held enjoyment or in a dish a la mode
- Trans Fat free
- Branded serving sleeves available





# Funnel Cakes & Waffles



Item #4503



Item #4530



Item #4521

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

## 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

## 51% Whole Grain Dutch Waffles

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





# Pre-Packaged Snacks



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

## Pre-Packaged Grahams & Crackers

We support playing with food.

- Good source of Calcium
- Convenient single serve packages
- 1 serving of grains under the Child Nutrition Program
- 0g Trans Fat
- Smart Snack compliant
- Great for after school programs, daycares, summer feedings

## Daddy Ray's® Fig Bars

From fig bars to sandwich cremes, Daddy Ray's® offers the ideal snack for every occasion.

- Low in fat and fresh baked, Daddy Ray's® Fig Bars contain REAL fruit
- Daddy Ray's® fig bars are good and good for you!

## 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

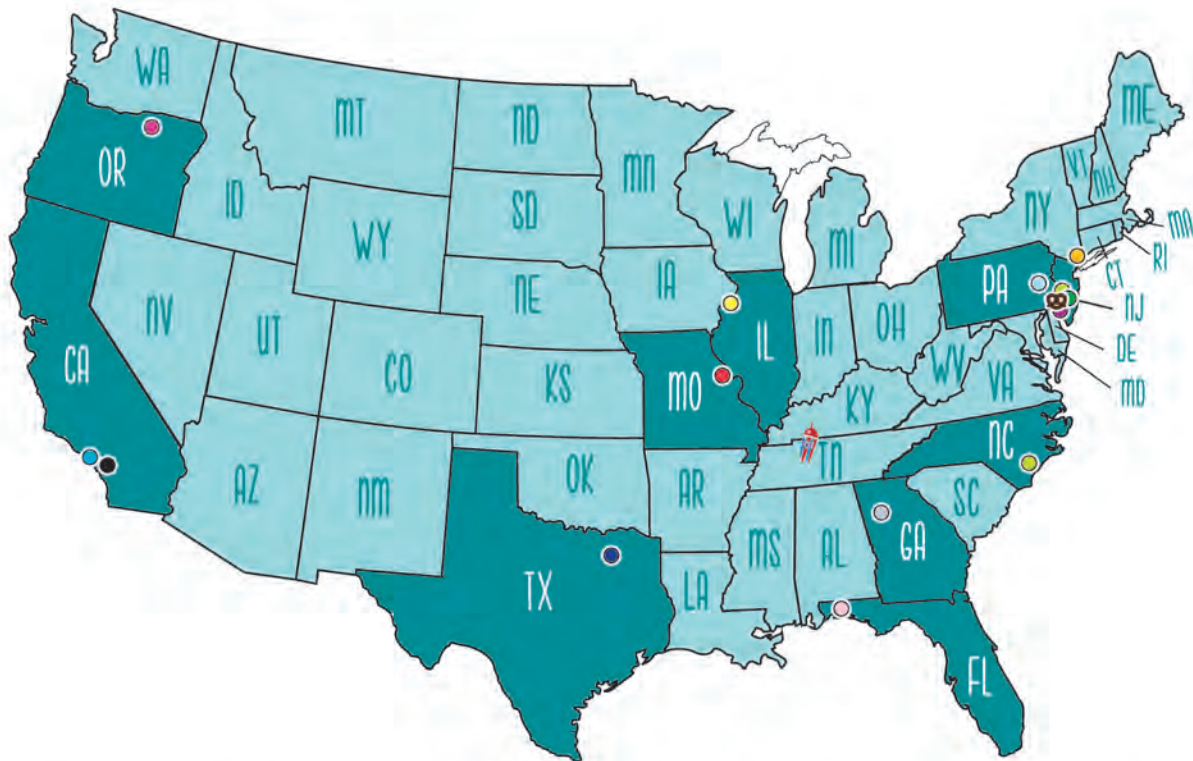
\*Foods containing at least 0.4g per serving of phytosterols, eaten twice a day with meals for a total daily intake of at least 0.8g, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease. A serving of Corazona's HEARTBAR Oatmeal Squares supplies 0.8g of phytosterols.





# 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!



- |                     |                    |   |                                      |
|---------------------|--------------------|---|--------------------------------------|
| ● Weston, OR (USDA) | ● Carrollton, TX   | ● Brooklyn, NY                              | ● Holly Ridge, NC (USDA)             |
| ● Colton, CA        | ● Moscow Mills, MO | ● Hatfield, PA                              | ● Atlanta, GA                        |
| ● Vernon, CA        | ● Rock Island, IL  | ● Pennsauken, NJ<br>Corporate Headquarters* | ● Pensacola, FL                      |
|                     |                    | ● Bellmawr, NJ                              | ● Nashville, TN<br>The ICEE Company* |
|                     |                    | ● Swedesboro, NJ                            |                                      |





# RECIPE IDEAS

visit [www.jjsnackfoodservice.com](http://www.jjsnackfoodservice.com) for more information on these and other great recipe inspirations!



Chicken and Waffles



Chunky Monkey Blondie



Chunky Monkey Cookie



Churro Cupcake



Funnel Cake Nachos



Churro Bun



SUPERPRETZEL® Stuffing



Schnitzel



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