

J&J SNACK FOODS
CORP.

2022-2023 Back-To-School Promotion

Aug. 1st
through
Nov. 25th, 2022

EARN **Double Cool School Points**

WHEN YOU MENU ANY VARIETY OF PRODUCTS **3 times**

Bonus Offering!

EARN **10,000 Cool School Points**

WHEN YOU MENU ANY VARIETY OF PRODUCTS **5+ times**

SUPERPRETZEL®
51% WHOLE
GRAIN 2.2 OZ
SOFT PRETZEL IW



READI-BAKE® BENEFIT®
51% WHOLE GRAIN
THEMED COOKIE
DOUGH - HARVEST/
LEAVES SHAPED



READI-BAKE® BENEFIT®
BARS AND MINI BARS,
CELEBRATION AND
CHOCOLATE CREAM
CHIP FLAVORS



SUPERPRETZEL®
51% WHOLE GRAIN
SOFT PRETZEL STICKS



SHAPE-UPS®
PUMPKIN
SWIRL CUP

WHOLE FRUIT®
WILD CHERRY CUP



QUALIFYING STEPS

STEP 1

PURCHASE AND MENU THE FEATURED PRODUCTS BETWEEN **AUGUST 1ST - NOV. 25TH, 2022**

STEP 2

SEND URL LINK OF YOUR MENU TO **SUPPORT@COOLSCHOOLCAFE.COM** WITH YOUR
DISTRIBUTOR INVOICE OR VELOCITY REPORT BY **JANUARY 16TH, 2023!**
OPTION: SUBMIT YOUR MENU WITH YOUR DISTRIBUTOR INVOICE OR VELOCITY REPORTS VIA
MAIL TO: **COOL SCHOOL CAFE, PO BOX 535 BECKER, MN 55308**

STEP 3

RECEIVE YOUR COOL SCHOOL POINTS!

J&J SNACK FOODS
CORP.

WWW.JJSNACKFOODSERVICE.COM • 800.486.9533

COOL
SCHOOL
cafe

The TASTIEST way to start the SCHOOL YEAR!

August 1st - November 25th, 2022

| Product Code | Product Description | Size/Pack | Credible Grains |
|--|--|-----------------|-----------------|
| SUPERPRETZEL® Soft Pretzels | | | |
| 30110 | 51% WG Regular Size Baked Pretzels | 2.2 oz. / 100 | 2 |
| 30410 | 51% WG Regular Size Baked Pretzels (I/W) | 2.2 oz. / 100 | 2 |
| 30120 | 51% WG Regular Size Baked Pretzels (Sleeve Pack 10/12's) | 2.2 oz. / 120 | 2 |
| 30113 | 51% WG Mini Baked Pretzels | 1 oz. / 200 | 1 |
| 30131 | 51% WG Mini Baked Pretzels I/W | 1 oz. / 200 | 1 |
| 31012 | 51% WG Soft Pretzel Rods | 1 oz. / 180 | 1 |
| 30185 | 51% WG Soft Pretzel Nuggets | 0.5 oz. / 330 | 1/2 |
| 30115 | NEW! 51% Whole Grain Soft Pretzel Sticks | 0.33 oz. / 381 | 2 |
| READI-BAKE® Benefit Breakfast Bars | | | |
| 40408 | NEW! Chocolate Cream Chip | 2.5 oz. / 48 | 2 |
| 40409 | NEW! Celebration | 2.5 oz. / 48 | 2 |
| 40457 | NEW! Chocolate Cream Chip (Mini) | 1.25 oz./96 | 1 |
| 40458 | NEW! Celebration (Mini) | 1.25 oz./96 | 1 |
| BAVARIAN BAKERY® Pretzel Rolls | | | |
| 7051 | 51% Whole Grain Pretzel Roll (Sliced) | 2.2 oz. / 120 | 2 |
| Add Some Fun with Our THEMED ITEMS: | | | |
| 74221 | 51% WG Themed Cookie Dough - Harvest/Leaves Shaped | 1.2 oz. / 144 | 3/4 |
| 3678 | 51% Whole Grain Soft Pretzel FunShapes - Pumpkin | 2.2 oz. / 100 | 2 |
| 3749 | 51% Whole Grain Soft Pretzel FunShapes - Turkey | 2.2 oz. / 100 | 2 |
| 41503 | Orange/Lime Swirl 100% Frozen Juice Cups - Pumpkin | 4.4 fl oz. / 96 | 1/2 |
| READI-BAKE® 51% Whole Grains Pre-packaged Grahams | | | |
| 056072 | Belly Bears Cinnamon Graham Crackers | 1 oz. / 200 | 1 |

| Product Code | Product Description | Size/Pack | Fruit Comp. |
|--|---|-----------------|-------------|
| WHOLE FRUIT® 100% Frozen Juice Cup | | | |
| 23060020 | Orange Pineapple / Cherry Swirl | 4.4 fl oz. / 96 | 1/2 cup |
| 23060000 | Wild Cherry | 4.4 fl oz. / 96 | 1/2 cup |
| 23060030 | Mango / Strawberry Pom Swirl | 4.4 fl oz. / 96 | 1/2 cup |
| LUIGI'S® 100% Frozen Juice Sorbet | | | |
| 48445 | Kiwi/Strawberry Swirl | 4.4 fl oz. / 96 | 1/2 cup |
| 48446 | Cherry/Blue Raspberry Swirl | 4.4 fl oz. / 96 | 1/2 cup |
| LUIGI'S® 100% Frozen Juice Sorbet Sours Cup | | | |
| 48451 | Sour Orange | 4.4 fl oz. / 96 | 1/2 cup |
| SHAPE UPS® 100% Frozen Juice Themed Cups Year-Round | | | |
| 41507 | Sports (Strawberry/Lemonade) | 4.4 fl oz. / 96 | 1/2 cup |
| 41506 | Birthday/Celebration (Cherry/Lemon) | 4.4 fl oz. / 96 | 1/2 cup |
| 41511 | Patriotic (Cherry) | 4.4 fl oz. / 96 | 1/2 cup |
| 51% Whole Grain Soft Pretzel FunShapes | | | |
| 3704 | 51% Whole Grain Soft Pretzel FunShapes - Star | 2.2 oz. / 100 | 2 |
| DUTCH WAFFLE® 51% Whole Grain | | | |
| 4521 | Dutch Waffle® | 5" / 48 | 2 |

NATIONAL SCHOOL LUNCH WEEK

Oct. 10-14th, 2022



-Valid on qualifying products featured on menus between August 1st - November 25th, 2022

-To participate, mail purchase verification in the form of a distributor invoice or velocity report and menu showing occasion served to:

Cool School Cafe, PO Box 535 Becker, MN 55308
or submit via email to: Support@CoolSchoolCafe.com.
Purchase verification must be postmarked by January 16, 2023.

RECIPE CONCEPTS

WWW.JJSNACKFOODSERVICE.COM/RECIPES