

FOODSERVICE  
FULL LINE BROCHURE



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

# BRANDS



Minute Maid is a registered trademark of the Coca-Cola Company. ©2025 The Coca-Cola Company

OREO is a registered trademark of Mondeléz International group, used under license.



## ABOUT J&J SNACK FOODS CORP.

J&J Snack Foods Corp. (NASDAQ: JJSF) is a leader and innovator in the snack food and frozen beverage industry. For over fifty years, the company has specialized in delicious snack and beverage brands for the foodservice and retail segments, serving up fun across the U.S. market. J&J Snack Foods' core brands include SUPERPRETZEL, the #1 soft pretzel brand, ICEE and SLUSH PUPPIE frozen beverages, and Dippin' Dots, the original beaded ice cream. The company's broad brand portfolio also includes LUIGI'S Real Italian Ice, MINUTE MAID\* frozen ices, WHOLE FRUIT frozen fruit bars, DOGSTERS ice cream style treats for dogs, ¡HOLA! CHURROS, THE FUNNEL CAKE FACTORY funnel cakes and fries, THINSTERS Cookie Thins, and bakery brands including MARY B'S, DADDY RAY'S, COUNTRY HOME BAKERS, and HILL & VALLEY. For more information, please visit <http://www.jjsnack.com>.

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



Pennsauken, NJ 08109

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

## CONTENTS

**Soft Pretzels** 3

**Soft Pretzel Sticks & Rolls** 6

**Churros** 7

**Funnel Cakes & Waffles** 9

**Frozen Novelties** 10

**ICEE & Slush Puppie** 13

**Dippin' Dots** 15

**Cookie Dough** 17

**Pre-Packaged Bakery** 19

**Pre-Baked Bakery** 21

**Handhelds** 22

**Condiments & Accessories** 23

**Equipment & POS** 24

**Manufacturing Map** 25

Item #3085

# SOFT PRETZELS



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

Item #30410



Item #3010



## 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.

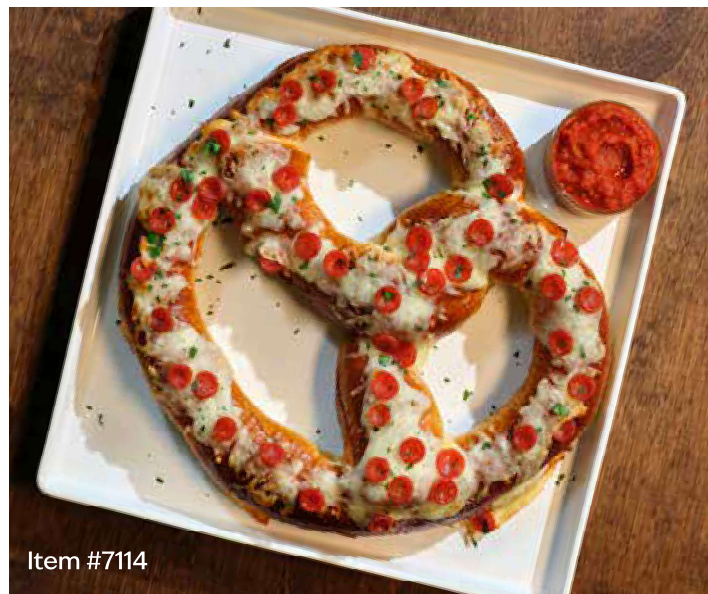
- Provides grains/breads for the Child Nutrition Program
- Available in .5 oz., king size, 1 oz. rods and 2.2 oz.
- individually wrapped varieties
- Delivers up to 4g fiber per pretzel, depending on size
- Labor saver - simply heat and serve



Item #4497957374



Item #7099



Item #7114

### 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

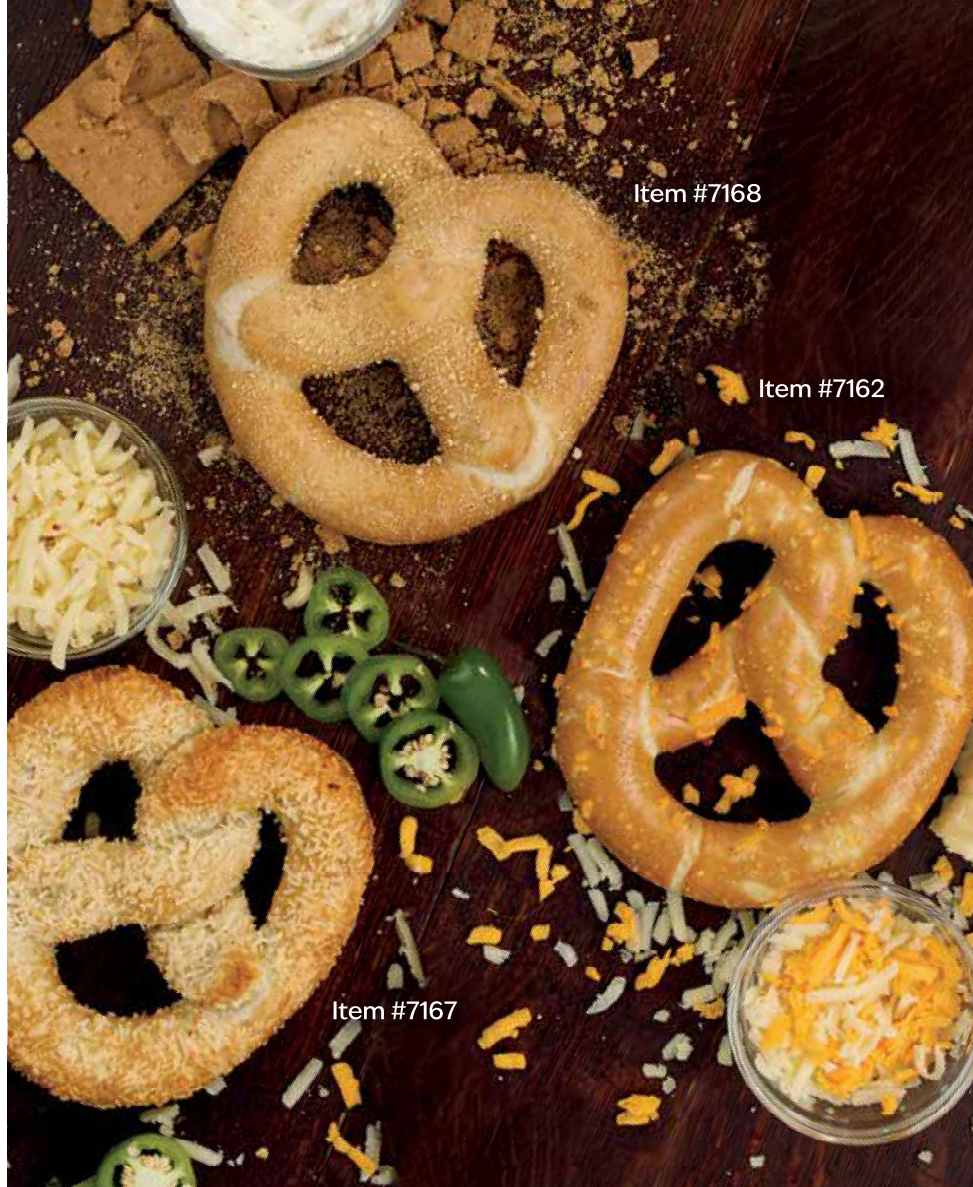


Item #66624A

Item #23624



Item #7140



Item #7168

Item #7162

Item #7167

## KIM & SCOTT'S® GOURMET SOFT PRETZELS

Variety of delicious stuffed and classic flavors

- 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

## SUPERPRETZEL® CHEESE FILLED SOFT PRETZELS

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

# SOFT PRETZEL STICKS & ROLLS



Item #3295



Item #7052

## 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

## BAVARIAN BAKERY® STICK & ROLLS

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

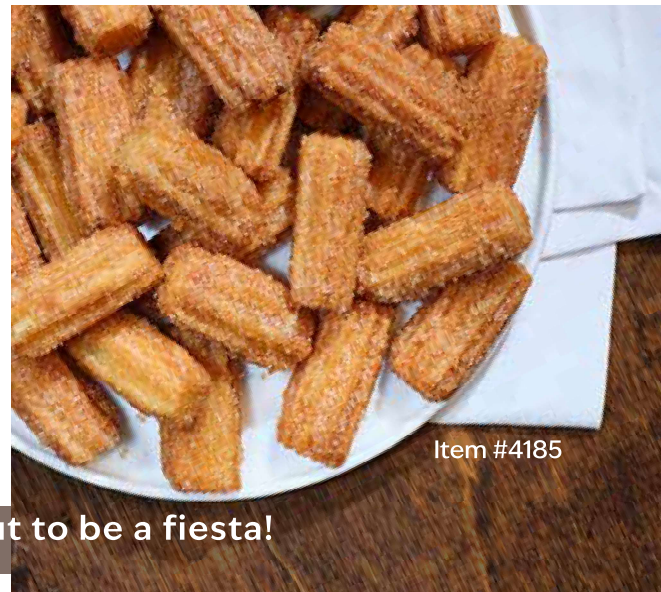
- Thaw-n-serve or heat and serve
- Sandwich rolls are pre-sliced for ease of use

# CHURROS

Item # #35091



Item #003196



Item #4185

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

## ¡HOLA! CHURROS® AUTHENTIC SPANISH STYLE

¡Hola! Churros® knows how to fiesta.

- Authentic and cake-like, the ¡Hola! Authentic Spanish Recipe is a go-to for menu creativity
- Available in bites size, ~4" fries, ~3" loop, ~5" mini, ~10" traditional and ~16" king size
- Available with delicious fillings ranging from Bavarian cream to fruit
- Perfectly paired with coffee, cappuccino or espresso
- Versatile product that can be featured throughout the day

## ¡HOLA! CHURROS® SOUTHWEST CRISPY RECIPE

These authentic churros will have your taste buds going loco!

- ¡Hola! Southwest Crispy Recipe uses corn flour for an authentic crunch in every bite. This crispy style churro has a light and fluffy interior with a crispy exterior
- These churros can be ordered in a variety of different sizes and delicious fillings
- Perfectly paired with coffee, cappuccino or espresso
- Versatile product that can be featured throughout the day



Item #41147, #41148, #41149



Item #5046

### *iHOLA! CHURROS® 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

### *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 is a registered trademark of Mondeléz International group, used under license.

# FUNNEL CAKES & WAFFLES



Item #4508



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
- Top with powdered sugar, serve with chocolate or caramel sauce

## 51% WHOLE GRAIN DUTCH WAFFLES & STICKS

The taste they want. The calories you need.

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

# FROZEN NOVELTIES



Cool Eats, Refreshing Treats!

## 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



## 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 4.4 fl. oz. cups.
- 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



ICEE®



ICEE®

Stick-out-your-tongue fun!

- #1 frozen beverage
- Ever-evolving flavor innovations
- Lower-calorie treat
- Gluten free

**#1** FROZEN BEVERAGE

Serving over 500 million  
frozen beverages every year!



## FROZEN DISPENSED COCKTAILS

Temps down, spirits up!

- Stay on top of craft cocktail trends
- Offer wide flavor variety with small footprint
- Automated liquor portion control
- Shelf-stable product, no thawing

## SLUSH PUPPIE®

They're dog-gone delicious.

- Original non-carbonated frozen beverage
- Best-in-class variety & product innovation
- Customizable flavors
- Gluten free

DIPPIN' DOTS®



## DIPPIN' DOTS® BULK

The world's 1st and #1 beaded ice cream.

- 97% brand awareness\*
- 81% purchase intent\*
- 25+ flavors of ice cream, flavored ice and yogurt
- Sundaes, floats and parfaits - Product extensions for menu versatility and upsell opportunities

THE ORIGINAL  
BEADED ICE CREAM®



# DOTCHOS

**THINSTERS**

Item #2010115

Item #35091



Item #4530

## DIPPIN' DOTS® SINGLE SERVE

Best-selling flavors in convenient grab & go packages.

- Grab & Go packaging – cups or packs
- Top selling flavors
- 2.5 oz serving
- Proprietary cup design with spoon secured under the lid
- Compact packaging for small footprint

## DOTCHOS®

Dunk! Crunch! Dive into Dippin' Dots Dotchos, the ultimate treat that's fun, shareable, and totally irresistible!

- Made with Thinsters®, iHola!® Churro Bites or Fries, or Funnel Fries
- Dip into any indulgent sauce and any flavor Dippin' Dots
- Sizeable gross margin



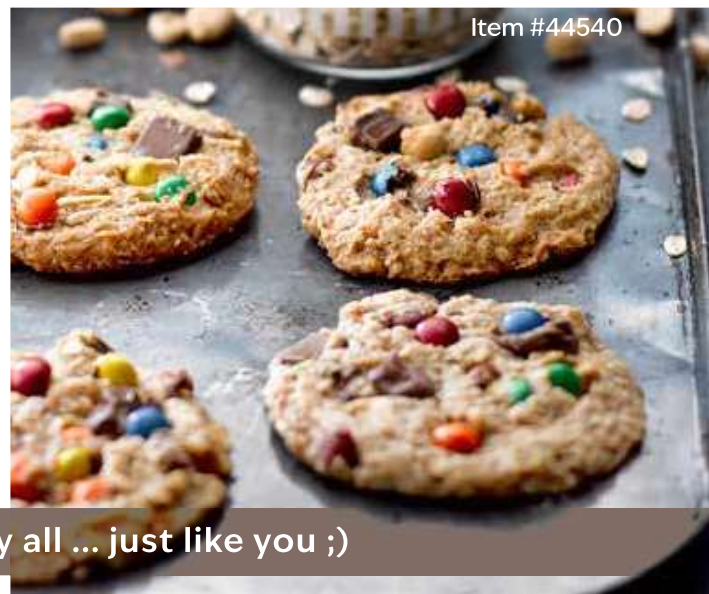
# FROZEN DOUGH



Item #042411



Item #84150



Item #44540

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 .5 oz. and 1.25 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

## DELICIOUS MADE SIMPLE™

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



Item #04934



Item #04085

Item #083004



## 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

## THEMED COOKIE DOUGH

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

- Fun, pre-shaped cookies for the holiday season.
- Perfect to decorate for a holiday activity
- Pre-formed, pre-portioned

## MARY B'S® BISCUITS

Come join us for breakfast.

- Freezer to oven
- Pre-formed dough pucks



# PRE-PACKAGED BAKERY



Bite-size Cookies. Outsize Flavor.

## THINSTERS® COOKIE THINS

Crispy, crunchy cookies that boost your mood with bursts of flavor.

Made with REAL BUTTER, REAL SUGAR and they're REAL GOOD.

Thinsters are available in 6 mouthwatering flavors, all made with the highest quality, simple ingredients:

- Chocolate Chip
- Vanilla Bean
- Toasted Coconut
- Brownie Batter
- Key Lime Pie

## THE 5 C'S

Crispy • Convenient • Craveable  
Clean • Crazy Delicious



Item #2049193



Item #40401



## PRE-PACKAGED GRAHAM'S & CRACKERS

We support playing with food.

- Good source of Calcium
- Convenient single serve packages
- Belly Bears®, Thinsters® 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

## 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-BAKED BAKERY



Item #112501



Item #32032

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

## NEW DAY® MESSAGE COOKIES

Change the party conversation with these delicious treats!

- Easy preparation - simply thaw, decorate & sell
- Each case includes 12 fully baked message cookies packed in a tray with lid



CUSTOMIZABLE! >>

## 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

# HANDHELDS



Item #4497902071

You'll have your hands full.

## SUPREME STUFFERS® & SWEET STUFFERS® HANDHELDS

The perfect slice in every bite.

- Available in both bakeable and fryable varieties
- Sweet & savory flavor profiles
- 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!**



\*Source: Handhelds - Datassential for JJSF, April 2020

# TOPPINGS & ACCESSORIES



Complement your products with tasty toppings.

## TOPPINGS

Some like it salty, some like it sweet.

- Specialty SUPERPRETZEL® toppings such as salt and cinnamon sugar

## ACCESSORIES

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

- Paper sleeves for ease of serving and sharing

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

# EQUIPMENT & POS



Model 312 Warmer



Model 791 Warmer



Model JJ501 Oven



Barrel Freezer



Model 2025



326 Cart

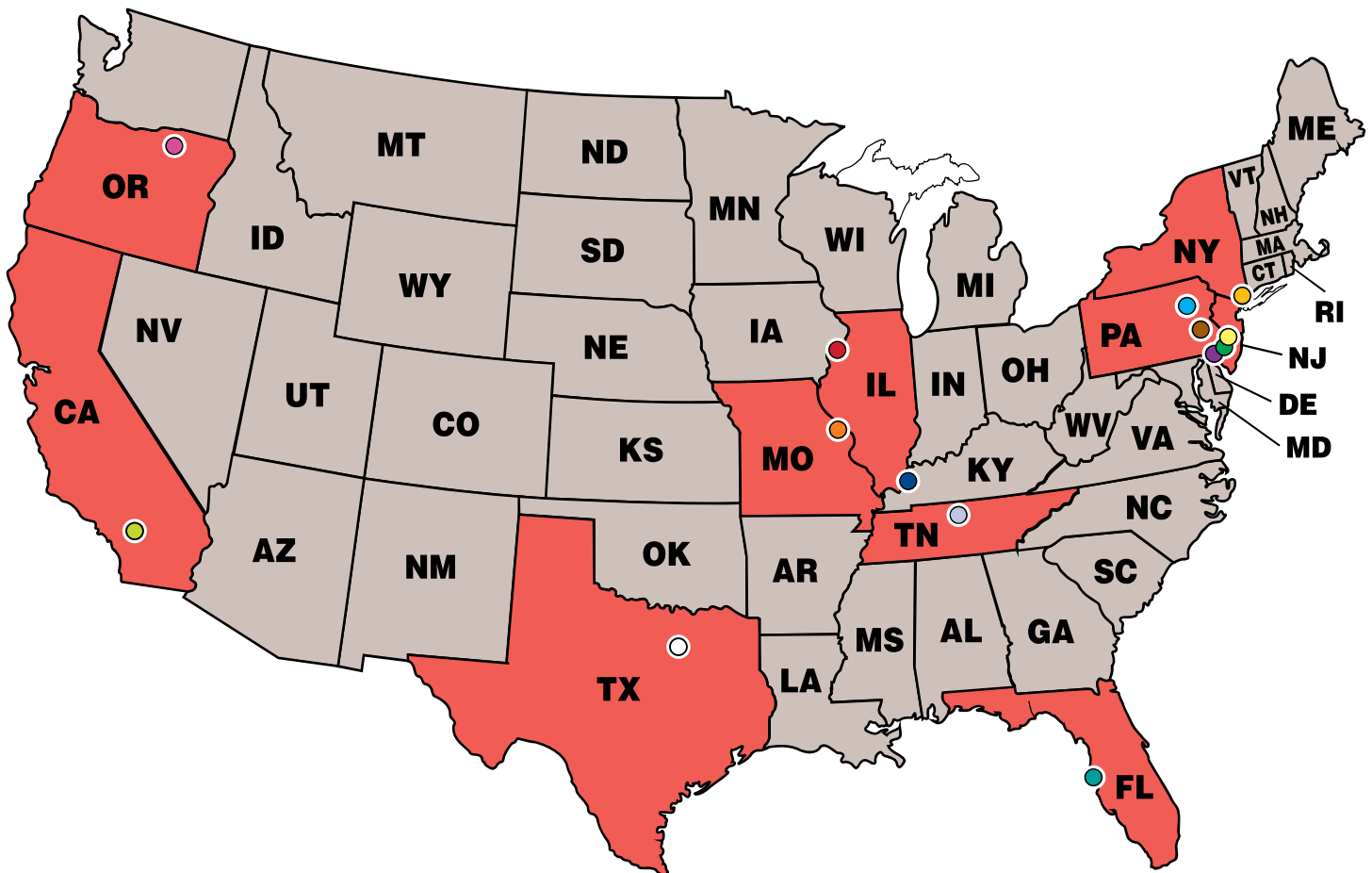
## Brochures Available: Pretzels, Churros, Foodservice & More



## POS Available: Posters, Price Signs & Table Tents

# 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     | Rock Island, IL  | Pennsauken, NJ | Brooklyn, NY |
| Vernon, CA     | Moscow Mills, MO | Bellmawr, NJ   | Scranton, PA |
| Carrollton, TX | La Vergne, TN    | Bridgeport, NJ | Hatfield, PA |
| Paducah, KY    | Tampa, FL        |                |              |



# RECIPE IDEAS

Visit [WWW.JJSNACKFOODSERVICE.COM](http://WWW.JJSNACKFOODSERVICE.COM) for more information on these and other great recipe inspirations!



Funnel Cake® Chicken and Waffles



Brauhaus Pretzel® Charcuterie



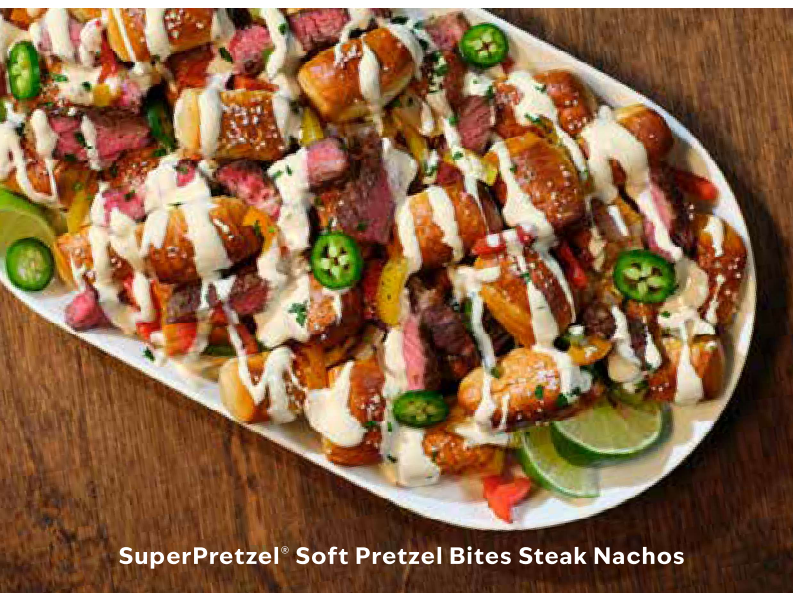
Chocolate Celebration ¡Hola! Churros® Fries



New Day® Mini Chocolate Bundt Cake



Caramel & Cream Funnel Cake® Fries



SuperPretzel® Soft Pretzel Bites Steak Nachos



Labriola® Bacon Burger

**J&S SNACK FOODS**  
CORP



#FunServedHere



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



Pennsauken, NJ 08109 • 800-486-9533