

Full Line
Product Guide



www.jjsnackfoodservice.com



Fun Served Here.

Brands



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

J&S SNACK FOODS
CORP.



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 SUPER-PRETZEL, 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 LUI-GI'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



350 Fellowship Road, Mt Laurel, NJ 08054

www.jjsnackfoodservice.com

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Soft Pretzels



Item #3085



Item #30410



Item #3010

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



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 & Scotts® 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 #9067002, #9433004, #9421102



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!

iHola! 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

iHola! 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

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
- 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

NEW!



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



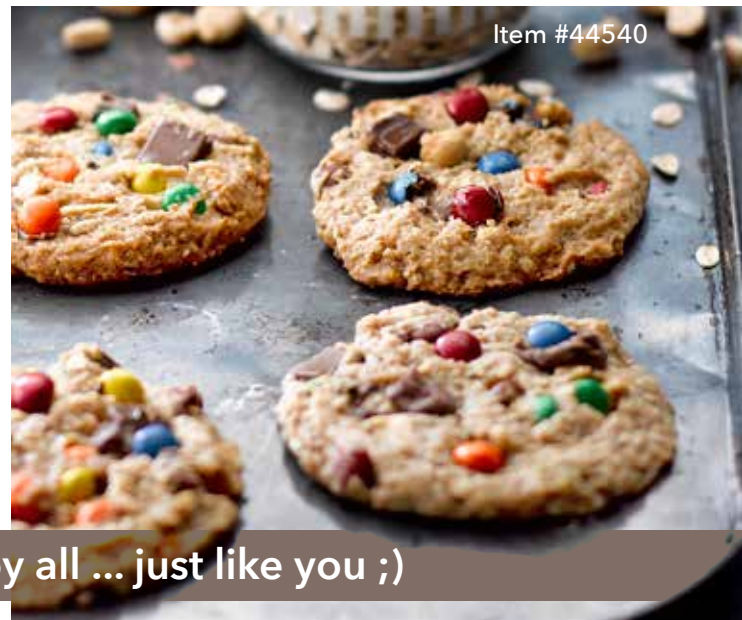
Frozen Dough



Item #04241



Item #04571



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 .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

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

Seasonal Cookie Doughs

Seasons change ... so should your cookie selection.

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



Item #04934



Item #74225



Item #20583

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 every holiday.
- Color sugar packets included
- 51% Whole grain varieties available
- 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
- 51% Whole grain options



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
- Meyer Lemon

The 5 C's

Crispy • Convenient • Craveable
Clean • Crazy Delicious



Item #2049193



Item #40401



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

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

Item #32032

Item #85591

Pre-Baked Bakery



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

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

Limited Edition Pre-Baked Clamshell Cookies

Seasonal offerings bringing special occasions and memorable FUN to your In-Store Bakery!

- Specialty 1.2oz cookies packed 12 per clamshell
- Chewy texture, plentiful inclusions and flavor that satisfy those "treat yourself" and "impulse" cravings
- Thawed packaged cookies can be served fresh up to 14 days

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



Customizable!

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 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

Equipment & POS



Model 312 Warmer



Model 791 Warmer



Model JJ501 Oven



Barrel Freezer

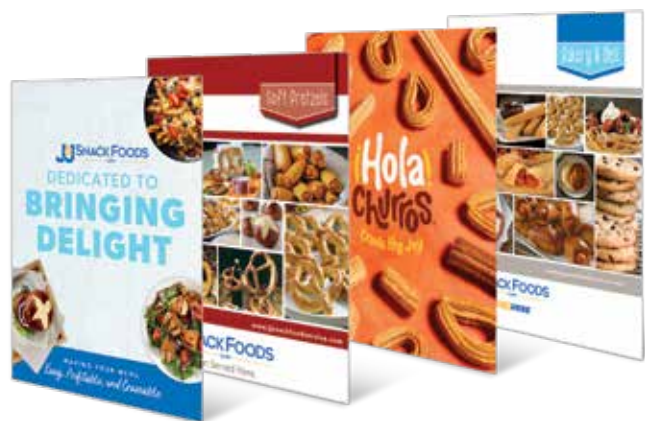


Model 2025



326 Cart

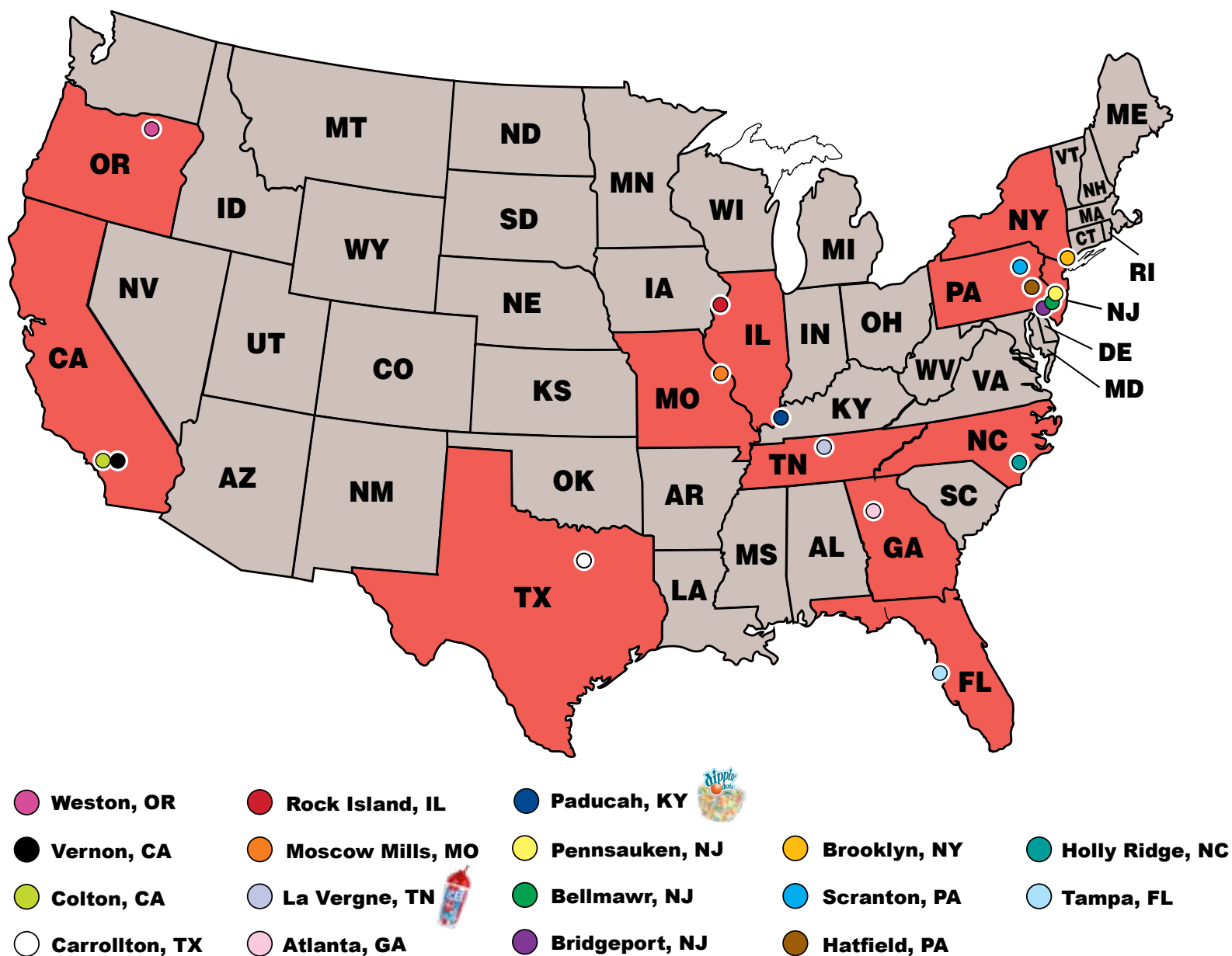
Brochures Available:
Pretzels, Churros, Foodservice & More



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!



RECIPE IDEAS

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



Chicken and Waffles



Brauhaus Pretzel® Charcuterie



¡Hola! Churro® Milkshake



New Day® Mini Chocolate Bundt Cake



PB&J and Banana Funnel Cake Poutine



SuperPretzel® Gochujang Soft Pretzel Bites



Bavarian Bakery® Schnitzel

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