

# SOFT PRETZELS



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

**J&J SNACK FOODS**  
CORP.

Fun Served Here.

# BRANDS



## **SUPERPRETZEL® SOFT PRETZELS**

Demand the very best in soft pretzels. The iconic SUPERPRETZEL® is the #1 soft pretzel brand! These are traditional style soft pretzels that everyone will enjoy! With our wide variety of offerings you are sure to find the perfect pretzel.

## **SUPERPRETZEL® 51% WHOLE GRAIN SOFT PRETZELS**

The same soft, warm and delicious pretzels are available in 51% whole grain! This line of 51% whole grain soft pretzels delivers increased fiber and whole grain goodness.

## **FEDERAL PRETZEL®**

In 1922, Maria Nacchio created the iconic snack that is still beloved locally and country-wide: the Philadelphia soft pretzel. Federal Pretzel® is a doughy soft pretzel crafted in the true Philadelphian style.

## **KIM & SCOTT'S® GOURMET SOFT PRETZELS**

Kim & Scott's® pretzels are available in gourmet, stuffed, and classic varieties. These soft pretzels are the ideal solution for an easy on-the-go snack or a delicious meal replacement.

## **SUPERPRETZEL® CHEESE FILLED SOFT PRETZELS**

Get twisted and get stuffed with SUPERPRETZEL®! These are mouthwatering, hand-twisted soft pretzels with delicious fillings. From savory to sweet varieties, these filled soft pretzel are a treat for any part of the day.



### BAVARIAN BAKERY®

Upscale the ordinary with Bavarian Bakery® gourmet soft pretzel sticks and rolls. Perfectly pair with a soup and salad, or enhance any burger and sandwich with these premium soft pretzel sticks and rolls!

### SUPERPRETZEL® BAVARIAN SOFT PRETZELS

From the makers of SUPERPRETZEL® Soft Pretzels comes SUPERPRETZEL® Bavarian! The same tradition and quality you've come to expect from SUPERPRETZEL® now available in an authentic, Bavarian style dough.



### LABRIOLA® BAKING COMPANY

Labriola Baking Company® produces a full line of Artisan Soft Pretzel breads. These soft pretzel breads are the finest culinary experience. See what Labriola Baking Company can bring to your table. As we always say.... "Every great meal starts with great bread"!

### BRAUHAUS PRETZEL®

By combining many different worldly ingredients we have created the ultimate authentic, pub-style soft pretzel. Brauhaus Pretzel® translates to "pub pretzel" in German, and just like a German pub, this soft pretzel offers a lively experience to remember.



# TRADITIONAL SOFT PRETZELS



Apple Brown Betty



Item #3085



Item #3014



Item #7277

## PRODUCT BENEFITS

Soft, warm and delicious.

- #1 selling soft pretzel brand
- Labor saving products
- Available in sizes ranging from .5 oz. bite sized to 10 oz. jumbo

Consumers that  
love/like Soft Pretzels  
who have tried it\*

80%

\*Source: Datassential, Menu Trends 2024

## PREPARATION

Most soft pretzels are fully baked, simply heat and serve.

Serve plain, salted or topped with your favorite dipping sauce!

\*\*Cooking instructions vary, for more information please visit: [http://jjsnackfoodservice.com/our-products/all-pretzels/traditional-soft-pretzels/\\*\\*](http://jjsnackfoodservice.com/our-products/all-pretzels/traditional-soft-pretzels/**)

PRODUCT CODE	PRODUCT DESCRIPTION	ITEM SIZE	CASE COUNT
3085	SuperPretzel® Soft Pretzel Bites	0.3 oz.	~350 ct.*
3073	SuperPretzel® Jumbo Soft Pretzels Pre-Baked	10 oz.	25 ct.
3010	SuperPretzel® Soft Pretzels Pre-Baked - No Salt	2.5 oz.	100 ct.

\*Approximate case count

PRODUCT CODE	PRODUCT DESCRIPTION	ITEM SIZE	CASE COUNT
3014	SuperPretzel® King Size Soft Pretzels Pre-Baked	5.0 oz.	50 ct.
3039	SuperPretzel® Jumbo Soft Pretzels No Salt	7.0 oz.	40 ct.
7277	Federal® Soft Pretzel Individually Wrapped	4.0 oz.	50 ct.
7278	Federal® Soft Pretzel Braid Individually Wrapped	7.0 oz.	50 ct.



51% WHOLE GRAIN  
SOFT PRETZELS



Item #30410



Item #3679



Item #34153



Turkey Pretzel Sandwich

## PRODUCT BENEFITS

Add excitement to any menu!

- Provides various grains/breads for the Child Nutrition Program
- Many different sizes & styles with individually wrapped and bulk packed varieties
- Delivers up to 4g fiber per pretzel, depending on size

## PREPARATION

Simply thaw or heat and serve!

\*\*Cooking instructions vary, for more information  
please visit: [http://jjsnackfoodservice.com/  
our-products/all-pretzels/whole-grain-soft-pretzels/\\*\\*](http://jjsnackfoodservice.com/our-products/all-pretzels/whole-grain-soft-pretzels/**)

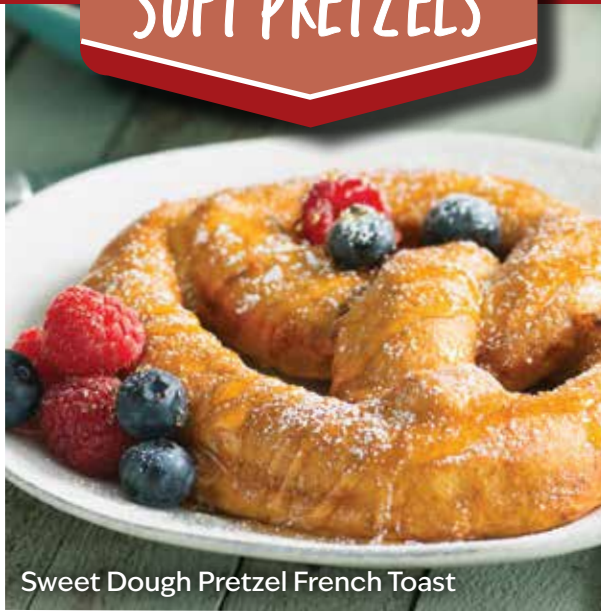
PRODUCT CODE	PRODUCT DESCRIPTION 51% WHOLE GRAIN	ITEM SIZE	CASE COUNT
30110	SuperPretzel® Soft Pretzel	2.2 oz.	100 ct.
30410	SuperPretzel® Soft Pretzels I/W	2.2 oz.	100 ct.
30185	SuperPretzel® Nuggets	0.5 oz.	330 ct.*
30113	SuperPretzel® Baked Pretzel Mini	1.0 oz.	200 ct.
30131	SuperPretzel® Baked Pretzel Mini I/W	1.0 oz.	200 ct.
31012	SuperPretzel® Soft Pretzels Rods	1.0 oz.	180 ct.
31191	SuperPretzel® Soft Pretzel Turkey Dog	4.0 oz.	100 ct.
34153	SuperPretzel® Superstix® Cinnamon Bun Stick I/W	2.1 oz.	60 ct.
7051	Bavarian Bakery® Gourmet Low Sodium Roll	2.2 oz.	120 ct.
9546	Bavarian Bakery® Soft Pretzel Hot Dog Roll	2.6 oz.	72 ct.
9549	Bavarian Bakery® Soft Pretzel Dinner Roll	2.2 oz.	100 ct.
9556	Bavarian Bakery® Soft Pretzel Low Sodium Roll	2.2 oz.	120 ct.

PRODUCT CODE	PRODUCT DESCRIPTION 51% WHOLE GRAIN	ITEM SIZE	CASE COUNT
3702	SuperPretzel® Soft Pretzel Fun-Shapes Heart (Optional White Salt)	2.2 oz.	100 ct.
3678	SuperPretzel® Soft Pretzel Fun-Shapes Pumpkin (Optional White Salt)	2.2 oz.	100 ct.
3703	SuperPretzel® Soft Pretzel Fun-Shapes Shamrock (Optional White Salt)	2.2 oz.	100 ct.
3679	SuperPretzel® Soft Pretzel Fun-Shapes Snowman (Optional White Salt)	2.2 oz.	100 ct.
3704	SuperPretzel® Soft Pretzel Fun-Shapes Star (Optional White Salt)	2.2 oz.	100 ct.
3749	SuperPretzel® Soft Pretzel Fun-Shapes Turkey (Optional White Salt)	2.2 oz.	100 ct.

\*Approximate case count



# BAVARIAN STYLE SOFT PRETZELS



Sweet Dough Pretzel French Toast



## PRODUCT BENEFITS

### Authentic & Handcrafted!

- Hand twisted
- Made with premium ingredients
- Available in unique varieties and sizes

## PREPARATION

Simply let thaw or heat and serve for a shareable snack or on-the-go meal!

Can be prepared from refrigerated or frozen in:

- Microwave
- Convection oven
- Conventional oven
- Rack oven

\*\*Cooking instructions vary, for more information please visit:

[http://jjsnackfoodservice.com/our-products/all-pretzels/bavarian-style-soft-pretzels/\\*\\*](http://jjsnackfoodservice.com/our-products/all-pretzels/bavarian-style-soft-pretzels/**)

PRODUCT CODE	PRODUCT DESCRIPTION	ITEM SIZE	CASE COUNT
3253	SuperPretzel® Bavarian Soft Pretzel Braid	7.0 oz.	50 ct.
7074	SuperPretzel® Bavarian Soft Pretzel	3.2 oz.	64 ct.
7041	SuperPretzel® Bavarian Soft Pretzel	7.0 oz.	40 ct.
7049	SuperPretzel® Bavarian Sweet Dough Soft Pretzel	6.0 oz.	56 ct.
7098	SuperPretzel® Bavarian Dough Soft Pretzel	5.5 oz.	40 ct.
7114	SuperPretzel® Bavarian Super Jumbo Soft Pretzel	24 oz.	9 ct.
7092	SuperPretzel® Bavarian New York Style Soft Pretzel	7.5 oz.	40 ct.
7099	SuperPretzel® Bavarian Soft Pretzel Bites	0.4 oz.	~500 ct.

\*Approximate case count



## GOURMET, FILLED & TOPPED PRETZELS



Item #7140



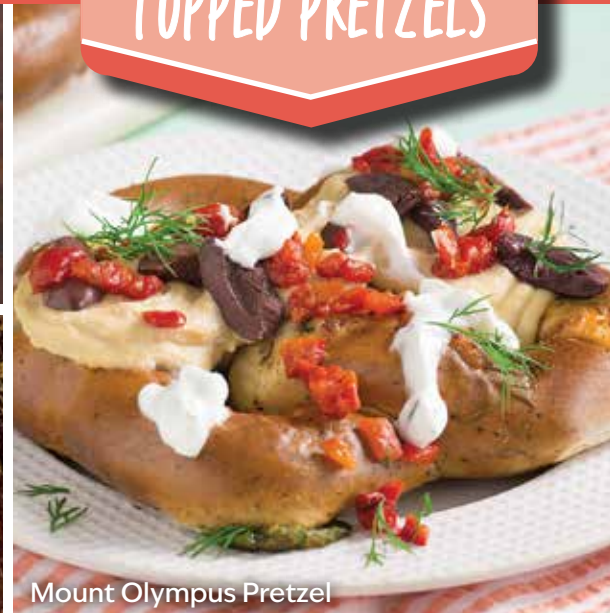
Item # 72526



Item #50624



Item # 7168



Mount Olympus Pretzel

## PRODUCT BENEFITS

The next generation of soft pretzels!

- Filled or topped with sweet and savory flavors
- Available in a variety of sizes
- Hand-twisted and pre-baked
- Ideal for any grab-n-go location

## PREPARATION

The stuffed and top pretzels should be heated and then enjoyed!

Can be prepared from refrigerated or frozen in:

- Microwave
- Convection oven
- Conventional oven
- Rack oven

\*\*Cooking instructions vary, for more information please visit: <http://jjsnackfoodservice.com/our-products/all-pretzels/filled-topped-pretzels/> and: <http://jjsnackfoodservice.com/our-products/all-pretzels/gourmet-soft-pretzels/>\*\*

PRODUCT CODE	PRODUCT DESCRIPTION	ITEM SIZE	CASE COUNT
7194	SuperPretzel® Filled Soft Pretzels Jalapeno-n-Cheese	3.5 oz.	48 ct.
7204	SuperPretzel® Filled Soft Pretzels Cheddar Cheddar	3.5 oz.	48 ct.
7191	SuperPretzel® Filled Soft Pretzels Sweet Cream Cheese	3.5 oz.	48 ct.
7162	SuperPretzel® Filled Soft Pretzels Cheddar Cheese	6.25 oz.	24 ct.
7167	SuperPretzel® Filled Soft Pretzels Jalapeno-n-Cheese	6.25 oz.	24 ct.
7168	SuperPretzel® Filled Soft Pretzels Sweet Cream Cheese	6.25 oz.	24 ct.
72526	SuperPretzel® Filled Soft Pretzels Individually Wrapped Cheddar Cheddar	6.25 oz.	20 ct.
72527	SuperPretzel® Filled Soft Pretzels Individually Wrapped Jalapeno and Cheese	6.25 oz.	20 ct.
72528	SuperPretzel® Filled Soft Pretzels Individually Wrapped Sweet Cream Cheese	6.25 oz.	20 ct.
72533	SuperPretzel® Filled Soft Pretzels Individually Wrapped Buffalo Cheddar made with Franks Red Hot**	6.25 oz.	20 ct.
45439	SuperPretzel® Jalapeno n Cheese Filled Knot	2 oz.	80 ct.

\*Approximate case count

\*\*Frank's RedHot® is a registered trademark of The French's Food Company, LLC, licensed to J&J Snack Foods

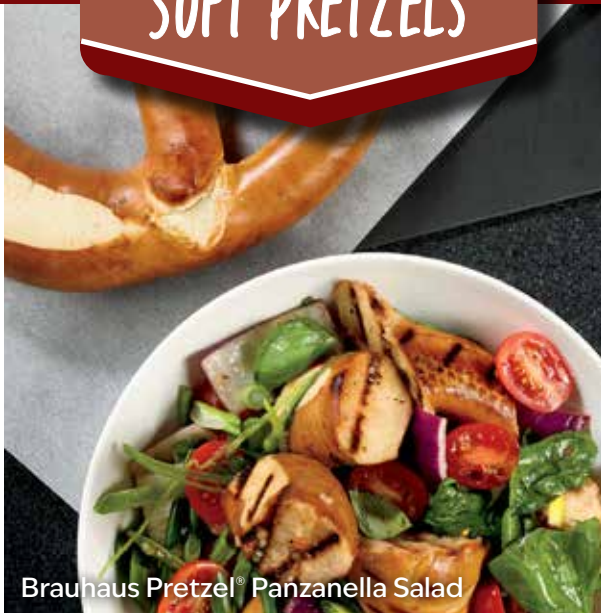
PRODUCT CODE	PRODUCT DESCRIPTION	ITEM SIZE	CASE COUNT
3019	SuperPretzel® Big Cheese Cheddar Filled Soft Pretzel	5.0 oz.	50 ct.
7344	SuperPretzel® Poppers® filled with Jalapeno-n-Cheese	0.5 oz.	240 ct.
7340	SuperPretzel® Poppers® filled with Cheddar Cheese	0.5 oz.	240 ct.
7140	SuperPretzel® PretzelDogs Mini Hot Dogs	0.8 oz.	60 ct.
3086	SuperPretzel® SoftStix® filled with Cheddar Cheese	0.9 oz.	200 ct.
3731	Gourmet Twist® Topped Pretzels	6.0 oz.	24 ct.
23624	Kim & Scott's® Grilled Cheese Stuffed Pretzel	6.0 oz.	24 ct.
50624	Kim & Scott's® Pizza Stuffed Pretzel	6.0 oz.	24 ct.
66624A	Kim & Scott's® Spinach Feta Stuffed Gourmet Soft Pretzels	6.0 oz.	24 ct.



# OLD WORLD STYLE SOFT PRETZELS



**BRAUHAUS™**  
PRETZEL



Brauhaus Pretzel® Panzanella Salad



Item #4497957374



Item #4497957373

## PRODUCT BENEFITS

A delicious piece of art.

- 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

**Bavarian soft pretzel  
formats have grown  
on menus over the  
past 4 years**

**+31%**

\*Source: Datassential, Menu Trends 2024

## PREPARATION

Serve these old-world style pretzels after heating!

Can be prepared from refrigerated or frozen in:

- Microwave
- Convention oven
- Convectional oven
- Rack oven

\*\*Cooking instructions vary, for more information please visit: [http://jjsnackfoodservice.com/our-products/all-pretzels/old-world-style-soft-pretzels/\\*\\*](http://jjsnackfoodservice.com/our-products/all-pretzels/old-world-style-soft-pretzels/**)

PRODUCT CODE	PRODUCT DESCRIPTION	ITEM SIZE	CASE COUNT
4497957373	Brauhaus Pretzel® Authentic Bavarian Soft Pretzel	5.0 oz.	32 ct.
4497957374	Brauhaus Pretzel® Authentic Bavarian Soft Pretzel	10 oz.	12 ct.
60628	Course White Pretzel Salt	5 oz.	100 ct.*

\*Approximate case count





# BAVARIAN STYLE STICKS & ROLLS



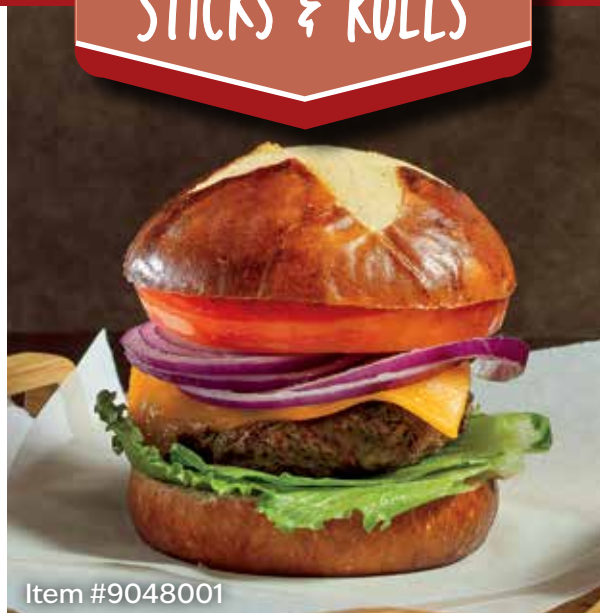
Item #9433004



Item #9421102



Item #3295



Item #9048001

## PRODUCT BENEFITS

Add a twist to your product offerings!

- All Bavarian Bakery products are hand-twisted
- Fully baked and taste great
- Pre-sliced varieties available
- Variety of shapes and sizes

## PREPARATION

Thaw and serve or heat and serve!

Can be prepared from refrigerated or frozen in:

- Microwave
- Convection oven
- Conventional oven
- Rack oven
- Toaster oven

\*\*Cooking instructions vary, for more information please visit: [http://jjsnackfoodservice.com/our-products/all-pretzels/bavarian-sticks-rolls/\\*\\*](http://jjsnackfoodservice.com/our-products/all-pretzels/bavarian-sticks-rolls/**)

Growth in Soft Pretzels  
on menus since 2013

+41%

\*Source: Datassential, 4-Year Trends 2024

PRODUCT CODE	PRODUCT DESCRIPTION	ITEM SIZE	CASE COUNT
7107	Bavarian Bakery® Pretzel Slider Roll	1.0 oz.	160 ct.
7050	Bavarian Bakery® Medium Pretzel Roll	2.7 oz.	108 ct.
7051	Bavarian Bakery® Gourmet Pretzel Roll (Sliced)	2.2 oz.	120 ct.
7061	Bavarian Bakery® Pretzel Hot Dog Roll	3.2 oz.	50 ct.
7052	Bavarian Bakery® Giant Pretzel Roll	4.0 oz.	80 ct.
7382	Bavarian Bakery® Mini Pretzel Stick ESL	1.2 oz.	100 ct.
7386	Bavarian Bakery® Pretzel Stick ESL	2.4 oz.	72 ct.

PRODUCT CODE	PRODUCT DESCRIPTION	ITEM SIZE	CASE COUNT
3295	Bavarian Bakery® Soft Pretzel Stick	2.4 oz.	72 ct.
7536	Bavarian Bakery® 6" Pre-Sliced Sub Roll	4.0 oz.	40 ct.
7106	Bavarian Bakery® 12" Sub Roll	8.0 oz.	32 ct.
9433004	Labriola® Pretzel Demi Hinge Slice	4.0 oz.	60 ct.
9048001	Labriola® Pretzel Hamburger Bun, Sliced	3.4 oz.	72 ct.
9421102	Labriola® Soft Pretzel Bites	0.33 oz.	370*

\*Approximate case count

## EQUIPMENT

We offer an extensive variety of equipment & accessories to support our products! This includes: Display Warmers, Carts, Hawking Bags and Baking Ovens.

Please contact your JJSF Sales Rep for more details.



CUTTING BOARD

Available for: Brauhaus Pretzel



MODEL 312 WARMER



MODEL 304 WARMER



MODEL 2025 DISPLAY



MODEL 825 DISPLAY



MODEL 850 DISPLAY



BRUHAUS PRETZEL® HOOK



MODEL 326 CART



MODEL 349 CART & UMBRELLA



Price Signs, Table Tents, Brochures, and Posters  
are all available to support our products!

Order **FREE** on:

<https://jjsnackfoodservice.com/resources/marketing-support-tools>

Custom Signage can be created, please contact your local JJSF sales rep for more information.

## POINT OF SALE



POSTERS



PRICE SIGNS



TABLE TENTS

For these fun recipes and more please visit:

[WWW.JJSNACKFOODSERVICE.COM/RECIPES](http://WWW.JJSNACKFOODSERVICE.COM/RECIPES)



## RECIPES



SuperPretzel® Mama-Mia Pizza Pretzel



Brauhaus Pretzel® Antipasta



Gochujang Superpretzel® Bites



Prosciutto &  
Fontina Pull-Apart





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