J&J Snack Foods Refreshes SUPERPRETZEL® with a Bolder Taste and Softer Texture

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The iconic soft pretzel snack debuts a recipe upgrade with a more robust Bavarian-style flavor while keeping the classic convenience fans love

MT. LAUREL, N.J., April 24, 2025 /PRNewswire/ -- J&J Snack Foods, a leader in the snack industry and the maker of SUPERPRETZEL®, the nation's #1 soft pretzel brand, is rolling out a new recipe that delivers a softer texture and a richer, more robust flavor—just in time for National Soft Pretzel Day. Fans of the classic snack can expect the same iconic SUPERPRETZEL shape and easy preparation, now with an even more satisfying bite.



Through extensive nationwide research, the J&J Snack Foods Research & Development team explored ways to enhance the taste and texture of the beloved 50+-year-old SUPERPRETZEL recipe — ensuring the new product not only meets but exceeds today's consumer expectations.

"We have a passion for pretzels at J&J Snack Foods, and SUPERPRETZEL has been a household favorite for more than 50 years," said Lynwood Mallard, CMO at J&J Snack Foods. "We listened to our customers and made small but meaningful recipe updates to enhance the product while keeping the signature twist, convenience, and vegan-friendly recipe our fans love."

Why Fans Will Love the New SUPERPRETZEL:

- **New Recipe, Same Twist** – More robust in flavor, with a heartier, Bavarian-style bite
- **Softer Than Ever** – A reformulated texture for an even better snacking experience
- **Still Vegan** – A recipe refresh that keeps its plant-based goodness
- **A Fresh Look, Same Great Value** – New and refreshed packaging
- **Found Nationally** – In your local grocer's freezer

SUPERPRETZEL's new recipe is already hitting shelves and will continue rolling out to retailers nationwide throughout the spring, giving pretzel lovers everywhere a chance to enjoy an enhanced version of their favorite snack.

For more information, visit www.superpretzel.com and follow @SUPERPRETZEL on Facebook and Instagram.

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 and bakery brands including MARY B'S, DADDY RAY'S, COUNTRY HOME BAKERS and HILL & VALLEY. For more information, please visit www.jjsnack.com.

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