SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 10-K

(X)ANNUAL REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934 FOR THE FISCAL YEAR ENDED SEPTEMBER 27, 2003

(   )TRANSITION REPORT PURSUANT TO SECTION 13 OR 15 (d) OF THE SECURITIES EXCHANGE ACT OF 1934 FOR THE TRANSITION PERIOD FROM   TO

Commission File No. 0-14616

J & J SNACK FOODS CORP.
(Exact name of registrant as specified in its charter)

New Jersey	22-1935537
(State or other jurisdiction of corporation or organization)	(I.R.S.Employer Identification No.)

6000 Central Highway	08109
Pennsauken, New Jersey	(Zip Code)
(Address of principal executive offices)	

Registrant's telephone number, including Area Code: (856) 665-9533

Securities Registered Pursuant to Section 12(b) of the Act: None

Securities Registered Pursuant to Section 12(g) of the Act: Common Stock, no par value

Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days. Yes X No ___

Indicate by check mark if disclosure of delinquent filers pursuant to Item 405 of Regulation S-K is not contained herein, and will not be contained, to the best of Registrant's knowledge, in definitive proxy or information statements incorporated by reference in Part III of this Form 10-K or any amendment to this Form 10-K. Yes X   No ___

Indicate by check mark whether the registrant is an accelerated filer (as defined in Rule 12b-2 of the Exchange Act) Yes X No __

As of December 8, 2003, the latest practicable date, 8,783,402 shares of the Registrant's common stock were issued and outstanding. The aggregate market value of shares held by non-affiliates of the Registrant on such date was $244,563,300 based on the last price on that date of $36.08 per share, which is an average of bid and asked prices.

DOCUMENTS INCORPORATED BY REFERENCE

The Registrant's 2003 Annual Report to Shareholders for the fiscal year ended September 27, 2003 and Proxy Statement for its Annual Meeting of Shareholders to be held on February 5, 2004 are incorporated herein by reference into Parts I, II, III and IV as set forth herein.

J & J SNACK FOODS CORP.
2003 FORM 10-K ANNUAL REPORT

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Part I

Item 1. Business

General

J & J Snack Foods Corp. (the ''Company'' or ''J & J'') manufactures nutritional snack foods and distributes frozen beverages which it markets nationally to the food service and retail supermarket industries. Its principal snack food products are soft pretzels marketed primarily under the brand name SUPERPRETZEL and frozen juice treats and desserts marketed primarily under the LUIGI'S, ICEE, BARQ'S*, CHILL, and MINUTE MAID** brand names. J & J believes it is the largest manufacturer of soft pretzels in the United States, Mexico and Canada. Other snack food products include churros (an Hispanic pastry), funnel cake, popcorn and bakery products. The Company's principal frozen beverage product is the ICEE brand frozen carbonated beverage.

The Company's Food Service and Frozen Beverages sales are made primarily to food service customers including snack bar and food stand locations in leading chain, department, discount, warehouse club and convenience stores; malls and shopping centers; fast food outlets; stadiums and sports arenas; leisure and theme parks; movie theatres; independent retailers; and schools, colleges and other institutions. The Company's retail supermarket customers are primarily supermarket chains. The Company's restaurant group sells direct to the public through its chains of specialty snack food retail outlets, BAVARIAN PRETZEL BAKERY and PRETZEL GOURMET, located primarily in the Mid-Atlantic States.

The Company was incorporated in 1971 under the laws of the State of New Jersey.

The Company operates in four business segments: Food Service, Retail Supermarkets, The Restaurant Group and Frozen Beverages. These segments are described below.

The Chief Operating Decision Maker for Food Service, Retail Supermarkets and The Restaurant Group and the Chief Operating Decision Maker for Frozen Beverages monthly review and evaluate operating income and sales in order to assess performance and allocate resources to each individual segment. In addition, the Chief Operating Decision Makers review and evaluate depreciation, capital spending and assets of each segment on a quarterly basis to monitor cash flow and asset needs of each segment.

* BARQ'S is a registered trademark of Barq's Inc.
** Minute Made is a registered trademark of the Coca-Cola Company.

Food Service

The primary products sold by the food service segment are soft pretzels, frozen juice treats and desserts, churros and baked goods. Our customers in the food service industry include snack bars and food stands in chain, department and discount stores; malls and shopping centers; fast food outlets; stadiums and sports arenas; leisure and theme parks; convenience stores; movie theatres; warehouse club stores; schools, colleges and other institutions. Within the food service industry, our products are purchased by the consumer primarily for consumption at the point-of-sale.

Retail Supermarkets

The primary products sold to the retail supermarket industry are soft pretzel products - including SUPERPRETZEL, frozen juice treats and desserts including LUIGI's Real Italian Ice, MINUTE MAID Juice Bars and Soft Frozen Lemonade and ICEE Squeeze Up Tubes and TIO PEPE'S Churros. Within the retail supermarket industry, our frozen and prepackaged products are purchased by the consumer for consumption at home.

The Restaurant Group

We sell direct to the public through our Restaurant Group, which operates BAVARIAN PRETZEL BAKERY and PRETZEL GOURMET, our chain of specialty snack food retail outlets.

Frozen Beverages

We sell frozen beverages to the food service industry primarily under the names ICEE and ARCTIC BLAST in the United States, Mexico and Canada.

Products

Soft Pretzels

The Company's soft pretzels are sold under many brand names; some of which are: SUPERPRETZEL, PRETZEL FILLERS, PRETZELFILS, GOURMET TWISTS, MR. TWISTER, SOFT PRETZEL BITES, SOFTSTIX, SOFT PRETZEL BUNS, HOT KNOTS, DUTCH TWIST, TEXAS TWIST and SANDWICH TWIST and; to a lesser extent, under private labels. Soft pretzels are sold in the Food Service, Retail Supermarket and The Restaurant Group segments. Soft pretzel sales amounted to 27% and 25% of the Company's revenue in fiscals 2003 and 2002, respectively.

The Company's soft pretzels qualify under USDA regulations as the nutritional equivalent of bread for

purposes of the USDA school lunch program, thereby enabling a participating school to obtain partial reimbursement of the cost of the Company's soft pretzels from the USDA.

The Company's soft pretzels are manufactured according to a proprietary formula. Soft pretzels, ranging in size from one to ten ounces in weight, are shaped and formed by the Company's proprietary twister machines. These soft pretzel tying machines are automated, high speed machines for twisting dough into the traditional pretzel shape. Additionally, we make soft pretzels which are extruded or shaped by hand. Soft pretzels, after processing, are primarily quick-frozen in either raw or baked form and packaged for delivery.

The Company's principal marketing program in the Food Service segment includes supplying ovens, mobile merchandisers, display cases, warmers and similar merchandising equipment to the retailer to prepare and promote the sale of soft pretzels. Some of this equipment is proprietary, including combination warmer and display cases that reconstitute frozen soft pretzels while displaying them, thus eliminating the need for an oven. The Company retains ownership of the equipment placed in customer locations and, as a result, customers are not required to make an investment in equipment.

Frozen Juice Treats and Desserts

The Company's frozen juice treats and desserts are marketed under the LUIGI'S, ICEE, BARQ'S, MINUTE MAID, SHAPE-UPS, CHILL and MAMA TISH'S brand names. Frozen juice treats and desserts are sold in the Food Service and Retail Supermarkets segments. Frozen juice treat and dessert sales were 17% and 18% of the Company's revenue in fiscal years 2003 and 2002, respectively.

The Company's SHAPE-UPS and MINUTE MAID frozen juice and fruit bars are manufactured from an apple juice base to which water, sweeteners, coloring (in some cases) and flavorings are added. The juice bars contain two to three ounces of apple or pear juice and the minimum daily requirement of vitamin C, and qualify as reimbursable items under the USDA school lunch program. The juice bars are produced in various flavors and are packaged in a sealed push-up paper container referred to as the Milliken M-pak, which the Company believes has certain sanitary and safety advantages.

LUIGI'S Real Italian Ice and MAMA TISH'S Italian Ice and Sorbets are manufactured from water, sweeteners and fruit juice concentrates in various flavors and are packaged

in plastic cups and in squeeze up tubes.

ICEE Squeeze Tubes are designed to capture the carbonated frozen taste of a traditional ICEE drink. They are packaged in three and four ounce squeeze up tubes.

MINUTE MAID soft frozen lemonade and fruit and cream swirl are packaged in squeeze up tubes and cups.

Churros

The Company's frozen churros are sold primarily under the TIO PEPE'S brand name. Churros are sold to the Food Service and Retail Supermarkets segments. Churro sales were 4% of the Company's sales in both fiscals 2003 and 2002, respectively. Churros are Hispanic donuts in stick form which the Company produces in several sizes according to a proprietary formula. The churros are deep fried, frozen and packaged. At food service point-of-sale they are reheated and topped with a cinnamon sugar mixture. The Company also sells fruit and creme filled churros. The Company supplies churro merchandising equipment similar to that used for its soft pretzels.

Bakery Products

The Company's bakery products are marketed under the MRS. GOODCOOKIE, CAMDEN CREEK BAKERY and PRETZEL COOKIE brand names, and under private labels. Bakery products include primarily cookies, muffins and donuts. Bakery products are sold to the Food Service segment. Bakery products sales amounted to 18% of the Company's sales in fiscals 2003 and 2002.

Frozen Beverages

The Company markets frozen beverages primarily under the names ICEE and ARCTIC BLAST in the United States, Mexico and Canada. Additional frozen beverages are ICEE SLUSH, JAVA FREEZE and CALIFORNIA NATURAL. Frozen beverages are sold in the Food Service, The Restaurant Group and Frozen Beverages segments. Frozen beverage sales amounted to 25% of revenue in fiscal 2003 and 26% of revenue in fiscal 2002.

Under the Company's principle marketing program, it installs frozen beverage dispensers at customer locations and thereafter services the machines, arranges to supply customers with ingredients required for production of the frozen beverages, and supports customer retail sales efforts with in-store promotions and point-of-sale materials. In most cases, the Company retains ownership of its dispensers and, as a result, customers are not required to make an

investment in equipment or arrange for the ingredients and supplies necessary to produce and market the frozen beverages. In fiscal 1999 the Company began providing installation and maintenance service only to a large quick service restaurant and others, which resulted in the increase of customer owned beverage dispensers beginning in 1999. The Company also provides managed service and sells equipment in its Frozen Beverages segment.

Each new customer location requires a frozen beverage dispenser supplied by the Company or by the customer. Company supplied frozen carbonated dispensers are purchased from outside vendors, built new or rebuilt by the Company at an approximate cost of $6,000 each.

The Company provides managed service and/or products to approximately 41,000 Company owned and customer owned dispensers.

The Company has the rights to market and distribute frozen beverages under the name ICEE to all the Continental United States, except for portions of eleven states.

Other Products

Other products sold by the Company include soft drinks, funnel cakes sold under the FUNNEL CAKE FACTORY brand name, popcorn sold under the AIRPOPT brand name and smaller amounts of various other food products. These products are sold in the Food Service, The Restaurant Group and Frozen Beverages segments.

Customers

The Company sells its products to two principal customer groups: food service and retail supermarkets. The primary products sold to the food service group are soft pretzels, frozen beverages, frozen juice treats and desserts, churros and baked goods. The primary products sold to the retail supermarket industry are soft pretzels and frozen juice treats and desserts. Additionally, the Company sells soft pretzels, frozen beverages and various other food products direct to the public through its restaurant group, which operates BAVARIAN PRETZEL BAKERY and PRETZEL GOURMET, our chain of specialty snack food retail outlets.

The Food Service, The Restaurant Group and the Frozen Beverages segments sell primarily to the food service industry. The Retail Supermarkets segment sells to the retail supermarket industry.

The Company's customers in the food service industry include snack bars and food stands in chain, department and mass merchandising stores such as Kmart, Wal-Mart and Target; malls and shopping centers; fast food outlets; The Company's customers in the food service industry include snack bars and food stands in chain, department and stadiums and sports arenas; leisure and theme parks such as Disneyland, Walt Disney World, Universal Studios, Sea World, Six Flags, Hershey Park and Busch Gardens; convenience stores such as 7-Eleven, Circle K, AM/PM and Wawa; movie theatres; warehouse club stores such as Sam's Club, Costco and B.J.'s; schools, colleges and other institutions; and independent retailers such as Mrs. Fields. Food service concessionaires purchasing soft pretzels and other products from the Company for use in sports arenas and for institutional meal services include ARAMARK, Sodexho and Delaware North. Machines and machine parts are sold to other food and beverage companies. Within the food service industry, the Company's products are purchased by the consumer primarily for consumption at the point-of-sale.

Sales to certain of our chain, department and mass merchandising customers decreased in 2002 and are expected to decline further in 2003 as a result of store closings and other factors affecting their operations.

The Company sells its products to over 90% of supermarkets in the United States. Products sold to retail supermarket customers are primarily soft pretzel products, including SUPERPRETZEL, LUIGI'S Real Italian Ice, MINUTE MAID Juice Bars and Soft Frozen Lemonade, ICEE Squeeze Up Tubes and TIO PEPE'S churros. Within the retail supermarket industry, the Company's frozen and prepackaged products are purchased by the consumer for consumption at home.

Marketing and Distribution

The Company has developed a national marketing program for its products. For Food Service and Frozen Beverages segments' customers, this marketing program includes providing ovens, mobile merchandisers, display cases, warmers, frozen beverage dispensers and other merchandising equipment for the individual customer's requirements and point-of-sale materials as well as participating in trade shows and in-store demonstrations. The Company's ongoing advertising and promotional campaigns for its Retail Supermarket segment's products include trade shows, newspaper advertisements with coupons, in-store demonstrations, billboards and, periodically, television advertisements.

The Company develops and introduces new products on a

routine basis. The Company evaluates the success of new product introductions on the basis of sales levels, which are reviewed no less frequently than monthly by the Company's Chief Operating Decision Makers.

The Company's products are sold through a network of about 150 food brokers and over 1,000 independent sales distributors and the Company's own direct sales force. For its snack food products, the Company maintains warehouse and distribution facilities in Pennsauken, Bellmawr and Bridgeport, New Jersey; Vernon (Los Angeles), California; Scranton, Pittsburgh, Hatfield and Lancaster, Pennsylvania; Carrollton (Dallas), Texas; and Solon, Ohio. Frozen beverages are distributed from 89 Company managed warehouse and distribution facilities located in 42 states, Mexico and Canada which allow the Company to directly service its customers in the surrounding areas. The Company's products are shipped in refrigerated and other vehicles from the Company's manufacturing and warehouse facilities on a fleet of Company operated tractor-trailers, trucks and vans, as well as by independent carriers.

Seasonality

The Company's sales are seasonal because frozen beverage sales and frozen juice treats and desserts sales are generally higher during the warmer months and sales of the Company's retail stores are generally higher in the Company's first quarter during the holiday shopping season.

Trademarks and Patents

The Company has numerous trademarks, the most important of which are SUPERPRETZEL, DUTCH TWIST, TEXAS TWIST, MR. TWISTER, SOFT PRETZEL BITES, SOFTSTIX and PRETZEL FILLERS for its pretzels products; FROSTAR, SHAPE-UPS, MAZZONE'S, MAMA TISH'S and LUIGI'S for its frozen juice treats and desserts; TIO PEPE'S for its churros; ARCTIC BLAST for its frozen beverages; FUNNEL CAKE FACTORY for its funnel cake products, and MRS. GOODCOOKIE and CAMDEN CREEK for its bakery products. The trademarks, when renewed and continuously used, have an indefinite term and are considered important to the Company as a means of identifying its products.

The Company markets frozen beverages under the trademark ICEE in all of the continental United States, except for portions of eleven states, and in Mexico and Canada. Additionally, the Company has the international rights to the trademark ICEE.

The Company has numerous patents related to the manufacturing and marketing of its product.

Supplies

The Company's manufactured products are produced from raw materials which are readily available from numerous sources. With the exception of the Company's soft pretzel twisting equipment and funnel cake production equipment, which are made for J & J by independent third parties, and certain specialized packaging equipment, the Company's manufacturing equipment is readily available from various sources. Syrup for frozen beverages is purchased from The Coca-Cola Company, the Pepsi Cola Company, and Western Syrup Company. Cups, straws and lids are readily available from various suppliers. Parts for frozen beverage dispensing machines are manufactured internally and purchased from other sources. Frozen beverage dispensers are purchased primarily from IMI Cornelius, Inc.

Competition

Snack food and bakery products markets are highly competitive. The Company's principal products compete against similar and different food products manufactured and sold by numerous other companies, some of which are substantially larger and have greater resources than the Company. As the soft pretzel, frozen juice treat and dessert, bakery products and related markets grow, additional competitors and new competing products may enter the markets. Competitive factors in these markets include product quality, customer service, taste, price, identity and brand name awareness, method of distribution and sales promotions.

The Company believes it is the only national distributor of soft pretzels. However, there are numerous regional and local manufacturers of food service and retail supermarket soft pretzels. Competition is also increasing in that there are several chains of retail pretzel stores that have aggressively expanded over the past several years. These chains compete with the Company's products.

In Frozen Beverages the Company competes directly with other frozen beverage companies. These include several companies which have the right to use the ICEE name in portions of eleven states. There are many other regional frozen beverage competitors throughout the country and one large retail chain which uses its own frozen beverage brand.

The Company competes with large soft drink

manufacturers for counter and floor space for its frozen beverage dispensing machines at retail locations and with products which are more widely known than the ICEE and ARCTIC BLAST frozen beverages.

The Company competes with a number of other companies in the frozen juice treat and dessert and bakery products markets.

Employees

The Company has approximately 2,300 full and part time employees as of September 27, 2003. Certain production and distribution employees at the Pennsauken, New Jersey plant are covered by a collective bargaining agreement which expires in September 2005. The Company considers its employee relations to be good.

Item 2. Properties

The Company's primary east coast manufacturing facility is located in Pennsauken, New Jersey in a 70,000 square foot building on a two acre lot. Soft pretzels are manufactured at this Company-owned facility which also serves as the Company's corporate headquarters. This facility operates at approximately 80-90% of capacity. The Company leases a 101,200 square foot building adjacent to its manufacturing facility in Pennsauken, New Jersey through March 2012. The Company has constructed a large freezer within this facility for warehousing and distribution purposes. The warehouse has a utilization rate of 80-90% depending on product demand. The Company also leases, through September 2011, 16,000 square feet of office and warehouse space located next to the Pennsauken, New Jersey plant.

The Company owns a 150,000 square foot building on eight acres in Bellmawr, New Jersey. Approximately 30% of the facility is leased to a third party. The remainder is used by the Company to manufacture some of its products including funnel cake, pretzels, churros and cookies.

The Company's primary west coast manufacturing facility is located in Vernon (Los Angeles), California. It consists of a 137,000 square foot facility in which soft pretzels, churros and various lines of baked goods are produced and warehoused. Included in the 137,000 square foot facility is a 30,000 square foot freezer used for warehousing and distribution purposes which was constructed in 1996. The facility is leased through November 2017. The Company leases an additional 45,000 square feet of office and warehouse space, adjacent to its manufacturing facility,

through November 2017. The manufacturing facility operates at approximately 60% of capacity.

The Company owns a 52,700 square foot building located on five acres in Chicago Heights, Illinois which is presently for sale or lease.

The Company owns a 46,000 square foot frozen juice treat and dessert manufacturing facility located on three acres in Scranton, Pennsylvania. The facility, which was expanded from 26,000 square feet in 1998, operates at approximately 60% of capacity.

The Company leases a 29,635 square foot soft pretzel manufacturing facility located in Hatfield, Pennsylvania. The lease runs through June 2017. The facility operates at approximately 70% of capacity.

The Company leases a 19,200 square foot soft pretzel manufacturing facility located in Carrollton, Texas. The lease runs through April 2004. The facility operates at less than 50% of capacity.

The Company's fresh bakery products manufacturing facility offices are located in Bridgeport, New Jersey in two buildings totaling 94,320 square feet. The buildings are leased through December 2011. The manufacturing facility operates at approximately 50% of capacity.

The Company's Bavarian Pretzel Bakery headquarters and warehouse and distribution facilities are located in a 11,000 square foot owned building in Lancaster, Pennsylvania.

The Company also leases approximately 100 warehouse and distribution facilities in 42 states, Mexico and Canada.

Item 3. Legal Proceedings

The Company has no material pending legal proceedings, other than ordinary routine litigation incidental to the business, to which the Company or any of its subsidiaries is a party or of which any of their property is subject.

Item 4. Submission Of Matters To A Vote Of Security Holders

There were no matters submitted to a vote of the security holders during the quarter ended September 27, 2003.

PART II

Item 5. Market For Registrant's Common Equity And Related Stockholder Matters

The Company's common stock is traded on the over-the-counter market on the NASDAQ National Market System under the symbol ''JJSF.'' The following table sets forth the high and low final sale price quotations as reported by NASDAQ for the common stock for each quarter of the years ended September 27, 2003 and September 28, 2002.

	High	Low
Fiscal 2002		
First quarter	$26.25	$18.10
Second quarter	40.40	23.22
Third quarter	45.15	32.42
Fourth quarter	44.97	34.85
Fiscal 2003		
First quarter	$40.25	$30.27
Second quarter	37.85	25.31
Third quarter	34.00	28.65
Fourth quarter	37.67	29.33

On December 8, 2003, there were 8,783,402 shares of common stock outstanding. Those shares were held by approximately 2,200 beneficial shareholders and shareholders of record.

The Company has never paid a cash dividend on its common stock and does not anticipate paying cash dividends in the foreseeable future.

For information on the Company's Equity Compensation Plans, please see Item 12 herein.

Item 6. Selected Financial Data

The information set forth under the caption ''Financial Highlights'' of the 2003 Annual Report to Shareholders is incorporated herein by reference.

Item 7. Management's Discussion And Analysis Of Financial Condition And Results Of Operations

The information set forth under the caption ''Management's Discussion and Analysis of Financial Condition and Results of Operations'' of the 2003 Annual Report to Shareholders is incorporated herein by reference.

Item 7a. Quantitative And Qualitative Disclosures About Market Risk

The following is the Company's quantitative and qualitative analysis of its financial market risk:

Interest Rate Sensitivity

The Company has in the past entered into interest rate swaps to limit its exposure to interest rate risk and may continue to do so in the future if the Board of Directors feels that such non-trading purpose is in the best interest of the Company and its shareholders. As of September 27, 2003, the Company had no interest rate swap contracts.

Interest Rate Risk

At September 27, 2003, the Company had no long-term debt obligations.

The Company's most significant raw material requirements include flour, shortening, corn syrup, chocolate, and macadamia nuts. The Company attempts to minimize the effect of future price fluctuations related to the purchase of raw materials primarily through forward purchasing to cover future manufacturing requirements, generally for periods from 1 to 24 months. Futures contracts are not used in combination with forward purchasing of these raw materials. The Company's procurement practices are intended to reduce the risk of future price increases, but also may potentially limit the ability to benefit from possible price decreases.

Foreign Exchange Rate Risk

The Company has not entered into any forward exchange contracts to hedge its foreign currency rate risk as of September 27, 2003 because it does not believe its foreign exchange exposure is significant.

Item 8. Financial Statements And Supplementary Data

The following consolidated financial statements of the Company set forth in the 2003 Annual Report to Shareholders are incorporated herein by reference:

Consolidated Balance Sheets as of September 27, 2003 and September 28, 2002

Consolidated Statements of Earnings for the fiscal years ended September 27, 2003, September 28, 2002 and September 29, 2001

Consolidated Statement of Stockholders' Equity for the three fiscal years ended September 27, 2003

Consolidated Statements of Cash Flows for the fiscal years ended September 27, 2003, September 28, 2002 and September 29, 2001

Notes to Consolidated Financial Statements

Report of Independent Certified Public Accounts

Item 9. Changes In And Disagreements With Accountants On Accounting And Financial Disclosure

None.

Item 9A. Controls and Procedures

Quarterly evaluation of the Company's Disclosure and Internal Controls. The Company evaluated (i) the effectiveness of the design and operation of its disclosure controls and procedures (the ''Disclosure Controls'') as of the end of the period covered by this Form 10-K and (ii) any changes in internal controls over financial reporting that occurred during the last quarter of its fiscal year. This evaluation (''Controls Evaluation'') was done under the supervision and with the participation of management, including the Chief Executive Officer (''CEO'') and Chief Financial Officer (''CFO'').

Limitations on the Effectiveness of Controls. A control system, no matter how well conceived and operated, can provide only reasonable, not absolute, assurance that the objectives of the control system are met. Further, the design of a control system must reflect the fact that there are resource constraints, and the benefits of controls must be considered relative to their costs. Because of the inherent limitations in all control systems, no evaluation of controls can provide absolute assurance that all control issues and instances of fraud, if any, within the Company have been detected. Because of the inherent limitations in a cost effective control system, misstatements due to error or fraud may occur and not be detected. The Company conducts periodic evaluations of its internal controls to enhance, where necessary, its procedures and controls.

Conclusions. Based upon the Controls Evaluation, the CEO and CFO have concluded that the Disclosure Controls are effective in reaching a reasonable level of assurance that management is timely alerted to material information relating to the Company during the period when its periodic reports are being prepared. In accord with the U.S. Securities and Exchange Commission's requirements, the CEO

and CFO conducted an evaluation of the Company's internal control over financial reporting (the ''Internal Controls'') to determine whether there have been any changes in Internal Controls that occurred during the quarter which have materially affected or which are reasonable likely to materially affect Internal Controls. Based on this evaluation, there have been no such changes in Internal Controls during the quarter covered by this report.

PART III

Item 10. Directors And Executive Officers Of The Registrant

Portions of the information concerning directors, appearing under the captions ''Information Concerning Nominees For Election To Board'' and ''Information Concerning Continuing Directors And Executive Officers'' in the Company's Proxy Statement filed with the Securities and Exchange Commission in connection with the Annual Meeting of Shareholders to be held on February 5, 2004, is incorporated herein by reference.

The Company has adopted a Code of Ethics pursuant to Section 406 of the Sarbanes-Oxley Act of 2002, which applies to the Company's principal executive officer, principal financial officer, principal accounting officer or controller, or persons performing similar functions and other designated officers and employees.

Item 11. Executive Compensation

Information concerning executive compensation appearing in the Company's Proxy Statement under the caption ''Management Remuneraton'' is incorporated herein by reference.

The following is a list of the executive officers of the Company and their principal past occupations or employment. All such persons serve at the pleasure of the Board of Directors and have been elected to serve until the Annual Meeting of Shareholders on February 5, 2004 or until their successors are duly elected.

Name	Age	Position
Gerald B. Shreiber	62	Chairman of the Board, President, Chief Executive Officer and Director
Dennis G. Moore	48	Senior Vice President, Chief Financial Officer, Secretary, Treasurer and Director
Robert M. Radano	54	Senior Vice President, Sales, Chief Operating Officer and Director
Dan Fachner	43	President of The ICEE Company Subsidiary
Michael Karaban	57	Senior Vice President, Marketing

Gerald B. Shreiber is the founder of the Company and has served as its Chairman of the Board, President, and Chief Executive Officer since its inception in 1971. His term as a director expires in 2005.

Dennis G. Moore joined the Company in 1984. He served in various controllership functions prior to becoming the Chief Financial Officer in June 1992. His term as a director expires in 2007.

Robert M. Radano joined the Company in 1972 and in May 1996 was named Chief Operating Officer of the Company. Prior to becoming Chief Operating Officer, he was Senior Vice President, Sales responsible for national food service sales of J & J. His term as a director expires in 2006.

Dan Fachner has been an employee of ICEE-USA Corp., which was acquired by the Company in May 1987, since 1979 He was named Senior Vice President of The ICEE Company in April 1994 and became President in May 1997.

Michael Karaban has been an employee of the Company in charge of its marketing department since 1990 and in February 2002 was elected Senior Vice President, Marketing.

Item 12. Security Ownership Of Certain Beneficial Owners And Management

Information concerning the security ownership of certain beneficial owners and management appearing in the Company's Proxy Statement under the caption ''Principal Shareholders'' is incorporated herein by reference.

The following table details information regarding the Company's existing equity compensation plans as of September 27, 2003.

Plan Category	(a) Number of securities to be issued upon exercise of outstanding options, warrants and rights	(b) Weighted-average exercise price of outstanding options, warrants and rights	(c) Number of securities remaining available for future issuance under equity compensation plans (excluding securities reflected in column (a))
Equity compensation plans approved by security holders	924,629	20.98	612,000
Equity compensation plans not approved by security holders	-	-	-
Total	924,629	20.98	612,000

Item 13. Certain Relationships And Related Transactions

None to Report.

Item 14. Principal Accounting Fees and Services

Information concerning the Principal Accounting Fees and Services in the Company's Proxy Statement for the 2003 Annual Meeting of Stockholders is incorporated herein by reference.

PART IV

Item 15. Exhibits, Financial Statement Schedules And Reports On Form 8-K

(a) Financial Statements

The following are incorporated by reference in Part II of this report:

Report of Independent Certified Public Accountants
Consolidated Balance Sheets as of September 27, 2003 and September 28, 2002

Consolidated Statements of Earnings for the fiscal years ended September 27, 2003,September 28, 2002 and September 29, 2001

Consolidated Statement of Stockholders' Equity for the three fiscal years ended September 27, 2003

Consolidated Statements of Cash Flows for the fiscal years ended September 27, 2003, September 28, 2002 and September 29, 2001

Notes to Consolidated Financial Statements

Financial Statement Schedule

The following are included in Part IV of this report:

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Report of Independent Certified Public

All other schedules are omitted either because they are not applicable or because the information required is contained in the financial statements or notes thereto.

Exhibits

3.1 Amended and Restated Certificate of Incorporation filed February 28, 1990. (Incorporated by reference from the Company's Form 10-Q dated May 4, 1990.)

3.2 Amended and Restated Bylaws adopted May 15, 1990. (Incorporated by reference from the Company's Form 10-Q dated August 3, 1990.)

4.3 Loan Agreement dated as of December 4, 2001 by and among J & J Snack Foods Corp. and Certain of its Subsidiaries and Citizens Bank of Pennsylvania, as Agent. (Incorporated by reference from the Company's Form 10-K dated December 21, 2001.)

10.1 Proprietary Exclusive Manufacturing Agreement dated July 17, 1984 between J & J Snack Foods Corp. and Wisco Industries, Inc. (Incorporated by reference from the Company's Form S-1 dated February 4, 1986, file no. 33-2296).

10.2* J & J Snack Foods Corp. Stock Option Plan. (Incorporated by reference from the Company's Definitive Proxy Statement dated December 19, 2002.)

10.3* J & J Snack Foods Corp. 401(k) Profit Sharing Plan, As Amended, Effective January 1, 1989. (Incorporated by reference from the Company's 10-K dated December 18, 1992.)

10.4* First, Second and Third Amendments to the J & J Snack Foods Corp. 401(k) Profit Sharing Plan. (Incorporated by reference from the Company's 10-K dated December 19, 1996.)

10.6 Lease dated September 24, 1991 between J & J Snack Foods Corp. of New Jersey and A & H Bloom Construction Co. for the 101,200 square foot building next to the Company's manufacturing facility in Pennsauken, New Jersey. (Incorporated by reference form the Company's Form 10-K dated December 17, 1991.)

10.7 Lease dated August 29, 1995 between J & J Snack Foods Corp. and 5353 Downey Associated Ltd. for the lease of the Vernon, CA facility. (Incorporated by reference from the Company's Form 10-K dated December 21, 1995.)

10.8* J & J Snack Foods Corp. Employee Stock Purchase plan (Incorporated by reference from the Company's Form S-8 dated May 16, 1996).

10.11 Amendment No. 1 to Lease dated August 29, 1995 between J & J Snack Foods Corp. and 5353 Downey Associated Ltd. for the lease of the Vernon, CA facility. (Incorporated by reference from the Company's Form 10-K dated December 18, 2002).

10.12* Fourth and Fifth Amendments to the J & J Snack Foods Corp. 401(k) Profit Sharing Plan. (Incorporated by reference from the Company's Form 10-K dated December 18, 2002).

13.1 Company's 2003 Annual Report to Shareholders (except for the captions and information thereof expressly incorporated by reference in this Form 10-K, the Annual Report to Shareholders is provided solely for the information of the Securities and Exchange Commission and is not deemed ''filed'' as part of the Form 10-K.) (Page 27.)

14.0 Code of Ethics Pursuant to Section 406 of the Sarbanes-Oxley Act of 2002. (Page 64-70.)

22.1 Subsidiaries of J & J Snack Foods Corp. (Page 71.)

24.1 Consent of Independent Certified Public Accountants. (Page 72.)

31.1 Certification Pursuant to Section 302 of the Sarbanes-Oxley Act of 2002. (Page 21-22.)

31.2 Certification Pursuant to Section 302 of the Sarbanes-Oxley Act of 2002. (Page 23-24.)

99.5 Certification Pursuant to 18 U.S.C. Section 1350, As Adopted Pursuant To Section 906 Of The Sarbanes-Oxley Act of 2002. (Page 73.)

*Compensatory Plan

(b) Reports on Form 8-K

Reports on Form 8-K were filed on July 23, 2003 and November 5, 2003.

SIGNATURES

Pursuant to the requirements of Section 13(a) or 15(d) of the Securities Exchange Act of 1934, the Registrant has duly caused report to be signed on its behalf by the undersigned, thereunto duly authorized.

September 9, 2004	By /s/ Gerald B. Shreiber Gerald B. Shreiber, Chairman of the Board, President, Chief Executive Officer and Director

Pursuant to the requirements of the Securities Exchange Act of 1934, this report has been signed below by the following persons on behalf of the Registrant and in the capacities and on the dates indicated.

September 9, 2004	/s/ Robert M. Radano Robert M. Radano, Senior Vice President, Sales, Chief Operating Officer and Director
September 9, 2004	/s/ Dennis G. Moore Dennis G. Moore, Senior Vice President, Chief Financial Officer and Director
September 9, 2004	/s/ Sidney R. Brown Sidney R. Brown, Director
September 9, 2004	/s/ Peter G. Stanley Peter G. Stanley, Director
September 9, 2004	/s/ Leonard M. Lodish Leonard M. Lodish, Director

REPORT OF INDEPENDENT CERTIFIED PUBLIC
ACCOUNTANTS ON SCHEDULE

Board of Directors J & J Snack Foods Corp.

In connection with our audit of the consolidated financial statements of J & J Snack Foods Corp. and Subsidiaries referred to in our report dated November 5, 2003 which is included in the Annual Report to Shareholders and incorporated by reference in Part II of this form, we have also audited Schedule II for each of the three fiscal years in the period ended September 27, 2003 (52 weeks, 52 weeks and 52 weeks, respectively). In our opinion, this schedule presents fairly, in all material respects, the information required to be set forth therein.

/s/ GRANT THORNTON LLP

Philadelphia, Pennsylvania
November 5, 2003

SCHEDULE II - VALUATION AND QUALIFYING ACCOUNTS

Year	Description	Opening Balance	Charged to expense	Deductions	Closing Balance
2003	Allowance for doubtful accounts	$1,839,000	$556,000	$1,404,000(1)	$ 991,000
2002	Allowance for doubtful accounts	1,672,000	372,000	205,000(1)	1,839,000
2001	Allowance for doubtful accounts	1,573,000	438,000	339,000(1)	1,672,000

(1) Write-off uncollectible accounts receivable.

EXHIBIT 13.1

J & SNACK FOODS CORP.

2003 ANNUAL REPORT

TO SHAREHOLDERS

J&J Snack Foods
6000 Central Highway
Pennsauken, NJ 08109
(856) 665-9533
www.jjsnack.com

2003 ANNUAL REPORT

Munch.
S-s-s i p.
Ah-h-h.
Mm-m-m.

Hear that?

It's the satisfied sound of snackers everywhere delighting their senses with the J&J Snack Foods family of brands.

2003 in Review

Profile

J&J Snack Foods Corp. is a manufacturer, marketer and distributor of an expanding variety of nutritional, popularly priced, branded niche snack foods and beverages for the food service and retail supermarket industries. The Company is listed on the NASDAQ exchange as ''JJSF'', and serves both national and international markets.

Our growing portfolio of products includes soft pretzels; frozen beverages; frozen juice bars and desserts; churros, a cinnamon pastry; funnel cakes; cookies and bakery goods; and other snack foods and drinks. Consumers can enjoy these nutritional and tasty products in a variety of settings where people work, play, travel and shop.

The Company's growth is the result of a strategy that emphasizes active development of new and innovative products, penetration into existing market channels and expansion of established products into new markets. Our four business groups, Food Service, Frozen Beverages, Retail Supermarket and The Restaurant Group, were part of our 32nd consecutive year of record sales in fiscal 2003 and are poised for continued growth this coming year.

As we prepare for the future, J&J Snack Foods Corp. plans to continue expanding it's unique, niche product offerings, by capitalizing on new opportunities wherever they may be found.

Contents

Financial Highlights

	Fiscal year ended in September				
	2003	2002	2001	2000	1999
	(In thousands except per share data)				
Net Sales*	$ 364,567	$ 353,187	$ 328,335	$ 296,832	$ 270,835

Net Earnings	$ 19,902	$ 18,113	$ 11,876	$ 9,968	$ 14,264
Total Assets	$ 236,683	$ 220,036	$ 224,481	$ 220,039	$ 213,680
Long-Term Debt	$ -	$ -	$ 28,368	$ 42,481	$ 34,660
Stockholders' Equity	$ 182,564	$ 168,709	$ 146,143	$ 133,274	$ 131,169
Common Share Data					
Earnings Per Diluted Share	$ 2.20	$ 1.99	$ 1.36	$ 1.10	$ 1.50
Earnings Per Basic Share	$ 2.26	$ 2.07	$ 1.40	$ 1.13	$ 1.58
Book Value Per Share	$ 20.85	$ 18.95	$ 16.92	$ 15.64	$ 14.57
Common Shares Outstanding At Year End	8,757	8,903	8,636	8,522	9,000

*-Net sales from 1999 to 2001 have been reduced as a result of our adoption of EITF 01-9, "Accounting for Consideration Given By a Vendor to a Customer or a Reseller of the Vendor's Products." These reclassifications had no impact on reported net earnings or earnings per share.

President's Letter

To Our Shareholders and Friends:

''Truth, justice and the American way.'' Oops... no, that was last year's closing statement of my President's Letter. I need something else, slightly different, as we put the finishing touches on another good year. As I recently gazed reflectively while enjoying the natural beauty of a pastoral country setting, the sights and sounds of nature overwhelmed my senses. Almost like I could touch the beauty, smell its fragrance, taste its goodness and hear the serenity. And then I realized just how much the sensory qualities of our products contribute to their enjoyment, and in turn, the success of our company.

J&J Snack Foods Corp. has just completed it's 32nd consecutive year of growth. How do we do it? Our insatiable appetite for success helps us to sniff out opportunities wherever they can be found. Operational discipline and good execution helps make them fit. Our dedication to serving the public remains steadfast. And, none of this would be possible without a truly sense-ational team working with me.

Sales and earnings set records in 2003

I am delighted to report to our shareholders our year-end results. In 2003, we set sales and earnings records again! And, earnings per share were the highest in our corporate history.

In brief:
* Net sales grew by 3% to a record $365 million
* Net earnings climbed 10% to $19.9 million
* Earnings per share rose 11% to $2.20
* Book value increased to $20.85

Strong performance by our Food Service business group, led by continued growth of our core and newer soft pretzel products, paved the way. Total Food Service sales were up 8% for the year, boosted by our award-winning PRETZEL FILLERS and GOURMET TWISTS that grew at an even faster rate. Other products also contributed to our successful year. Our ICEE business group, given the circumstances of weather and store closings affecting a major customer, performed well overall. And, although Retail Supermarket sales declined this year due to the discontinuance of frozen novelty products introduced last year and poor weather conditions, it is noteworthy that our retail soft pretzel category grew.

Tuning into sensory perception

Unlike some larger food companies, our company is unique and our products fall into specialty niche categories. In our beginning in 1971, we saw and sensed something of product lines that were undeveloped and under-marketed. This initially included soft pretzels. Our business grew, and later churros, frozen juice bars and desserts, ICEE and frozen carbonated beverages, funnel cakes and cookies were added to the mix to further delight the senses.

We continue to utilize the same strategy and basic philosophy that has served us well over the years. By making quality niche products, being the low cost producer and maintaining strong sales and distribution channels, we were able to overcome a tough economic environment made even tougher by cost increases.

We are satisfied with our recent performance but can clearly see further success. As we begin our 33rd year in business, we remain committed to maintaining the standards already in place, and will focus on furthering our quest for continued growth and excellence. We look forward to another sense-ational year in 2004!

Sincerely,

Gerald B. Shreiber President and Chairman December 1, 2003

Soft Pretzels

Take a good look and you'll clearly see why J&J Snack Foods Corp. remains the world's premier and largest manufacturer of soft pretzels. As demand continues to grow, seven of our manufacturing facilities are busy producing the millions upon millions of soft pretzels needed to satisfy consumers across the U.S. and around the world.

All eyes are on expanding food service sales

In fiscal 2003, food service soft pretzel sales grew an impressive 15%, primarily driven by surging sales of our gourmet style soft pretzels. These delectable snacks can be eaten on-the-go or as a meal replacement, and are sold at an expanding number of locations including convenience stores, home-delivery services, mass merchandisers, snack bars and other traditional food service outlets.

Our delicious PRETZEL FILLERS, hand-twisted soft pretzels with scrumptious fillings and toppings, have provided a whole new way to view soft pretzels! Enjoy any of our four appealing flavors: Twisted Pizza, Hollerin' Jalapeno, Sweet Dream Cream Cheese and Cinnamon Apple Harvest. PRETZEL FILLERS are available in various sizes as well as individually wrapped.

Hungry consumers have also set their sights on GOURMET TWISTS. These old-world, hearth-baked soft pretzels are offered in either Original Twist or Sweet Doughlicious. Packaged with savory toppings including butter, cinnamon-sugar and salt, they provide variety and simple preparation. The food service picture has changed forever!

Our flagship brand - SUPERPRETZEL Soft Pretzels - provides the lion's share of food service soft pretzel sales. They remain America's Favorite Soft Pretzel, and are available at tens-of-thousands of high- traffic locations across the country such as malls and shopping centers; stadiums and sports arenas; amusement, leisure and theme parks; chain, convenience and warehouse club stores; schools and colleges; business and industry cafeterias and fast food outlets.

We're the apple of the School Food Service Director's eye

We remain dedicated to helping schools provide good nutrition and fun for America's schoolchildren. Our SUPERPRETZEL product line satisfies bread requirements for the U.S.D.A. approved National School Lunch/Breakfast Program - making it a tasty addition to school lunch and breakfast menus. Available in themed and shaped varieties such as shamrocks, pumpkins, hearts and stars, School Food Service Directors know that holiday and special menus will be seen as a hit with students.

Still lookin' good at the supermarket

SUPERPRETZEL brand sales in retail supermarkets - which includes soft pretzels, SOFT PRETZEL BITES and SOFTSTIX Cheese Filled Soft Pretzel Sticks co-branded with KRAFT* - again showed an increase for the year, thanks to a 14% sales spike for our SUPERPRETZEL SOFTSTIX. The brand continues to lead the retail category with a commanding market share and a presence in more than 29,000 supermarkets nationwide.

SUPERPRETZEL PRETZELFILS - a vision of the future

Watch closely, we've just reinvented at-home snacking. At the end of our fiscal year, we began test marketing SUPERPRETZEL PRETZELFILS - the newest member of the SUPERPRETZEL family. Flavored dough is combined with delicious fillings and toppings to create an entirely new snacking sensation. Eaten as a snack, mini-meal or hors d'oeuvre, consumers can choose from three delicious flavors: pizza, pepperjack and onion veggie cream cheese. Our innovations just keep on coming!

Our Restaurant Group, which operates BAVARIAN PRETZEL BAKERY and PRETZEL GOURMET retail stores in the Mid-Atlantic region, continues to serve as a valuable resource for market research and new product evaluation.

*KRAFT and the KRAFT logo are registered trademarks owned and licensed by Kraft Food Holdings, Inc.

Focus

Love at first Sight and love in every bite.

Frozen Beverages

On a hot summer day or anytime, there is no better way to cool off than with a delicious, frosty beverage from J&J Snack Foods. Use a straw or use a spoon, but by all means, experience this chilling sensation.

The ICEE Company ---- our frozen beverage division ---- sets the standard for excellence and remains the world's largest distributor of frozen beverages. However, sales dipped slightly in fiscal 2003 primarily due to the unusually wet summer and continued store closings at a major account.

Connect with an ICEE anywhere

Feel like ICEE is everywhere you are? You're right! Refreshing ICEE branded beverages are sold in more than 30,000 food service outlets throughout the United States, Canada and Mexico, many of which also sell our SUPERPRETZEL brand and other tasty and nutritional J&J products. ARCTIC BLAST and other signature brands are also available in some geographic locations. Served from our proprietary dispensing equipment, these semi-frozen treats are an exciting and delicious alternative to traditional juices and soft drinks for thirsty consumers in need of a cool-down.

We are transitioning to the ICEE brand in nearly 7,000 Burger King* locations, modifying the look of existing dispensing units to provide additional brand exposure. Our long-term marketing agreement with The Coca-Cola Company continues to thrive as The ICEE Company provides ongoing managed services to dispensing machines in these Burger King locations while The Coca-Cola Company provides the syrup. A very cool combination indeed!

Our customers feel the love

The ICEE Company's success is owed in no small part to the ''Service Excellence'' provided by our nationwide network of branches and trained technicians that reports to our centralized, state-of-the-art Customer Service Center. We perform ongoing managed service for existing customers as well as other beverage and related food equipment providers. As always, we remain dedicated to maintaining our equipment in peak condition at all times and are sensitive to our trade customers' needs. To that end, this fiscal year we began the rollout of hand-held computers to speed up communication from the field and reduce manual processing of service information. The majority of the project should be implemented in fiscal 2004.

Staying in touch by way of promotions

Promotional opportunities continued to play an important role throughout fiscal 2003. Value-added on-the-cup offers; consumer sweepstakes and contests; feature film, video/DVD and video game tie- ins; turnkey holiday-themed and flavor promotions; and account- specific themed promotions are just some of the ways the ICEE brand stays in front of consumers. Tie-ins with SUPERPRETZEL, GOURMET TWISTS, MRS. GOODCOOKIE and other J&J products were also featured at several national accounts, promoting sense-ational snack combinations.

Uncarbonated ways to chill out

Feel like a frosty treat without carbonation? The ICEE Company offers three frozen beverage alternatives. In the fourth quarter, we introduced ICEE SLUSH to schools and lower volume locations. For schools, it is made with real fruit juice to meet specific nutritional requirements. JAVA FREEZE, a coffee-flavored beverage, remains popular with the college crowd. And, CALIFORNIA NATURAL ---- served with or without alcohol ---- enhances the spectator experience at sporting events and entertainment venues.

So when you need to chill out and the ordinary just won't do, satisfy your senses with a frozen treat from J&J.

*Burger King is a registered trademark of Burger King Corporation. Chillin' Experience the ICEE Touch and feel the Arctic Blast.

Frozen Juice Bars & Desserts

Need a cool, refreshing treat? You're not alone. Increased consumption of our MINUTE MAID* and BARQ'S** branded products, combined with the efforts of our LUIGI'S, CHILL, ICEE, FROSTAR, SHAPE UPS and MAMA TISH'S brands, helped us turn in a tasty 4% increase in food service sales in fiscal 2003. A palatable result ---- despite Mother Nature's wrath, which impacted sales of our frozen juice bars and dessert brands last summer, mostly in leisure and theme venues.

Relishing our award-winning partnership

Our ongoing alliance with The Coca-Cola Company gives J&J Snack Foods Corp. the exclusive rights to manufacture, sell and distribute licensed frozen juice bars and desserts under the Coca-Cola*** brands of MINUTE MAID and BARQ'S. Consumer recognition and trust of these brands, combined with our robust distribution channels, provide a solid foundation for success.

Our mouth-watering Coca-Cola branded products include MINUTE MAID Juice Bars, MINUTE MAID Soft Frozen Lemonade, MINUTE MAID Fruit & Cream Swirl and a new product with an old-fashioned feel ---- BARQ'S Frozen Root Beer & Vanilla Ice Cream Float. This luscious frozen treat is already causing quite a stir, garnering a pair of prestigious industry publication awards: ''Stagnito's Best New Product Award'' and ''Best New Product Award'' from Convenience Store News. Delicious news indeed! And, in warehouse club stores, food service frozen dessert sales were boosted when BARQ'S Frozen Root Beer & Vanilla Ice Cream Float and MINUTE MAID Juice Bars were successfully welcomed into the club.

Canadians are now enjoying our taste-tempting frozen desserts, as our ongoing efforts to expand in this geographic market have landed MINUTE MAID Soft Frozen Lemonade into club stores and convenience stores north of the border.

A ravenous appetite for pleasing kids and adults

J&J Snack Foods Corp. is proud to be a Patron Member of the American School Food Service Association and pledges to remain committed to offering nutritious products to schoolchildren. With more than 90 million servings this year, our MINUTE MAID Juice Bars, which carry the Child Nutrition (CN) label and satisfy fruit requirements for the National School Lunch/Breakfast Program, remain the #1 menued frozen juice bar in America's schools. SHAPE UPS Frozen Juice Cups, juice- based frozen desserts with holiday themed lids, provide School Food Service Directors with lip-smackin' options for menu planning.

Still the #1 taste in the freezercase

Retail supermarket sales of frozen juice bars and desserts ---- which includes the LUIGI'S, MINUTE MAID, BARQ'S and ICEE brands ---- experienced a decline this fiscal year due in part to lost distribution of products introduced last year and a damp, dreary summer which impacted all frozen novelty category sales. Although sales of LUIGI'S Real Italian Ice were flat for the year, the brand still sits atop the supermarket freezercase as the #1 selling Italian ice and is very well positioned for future growth.

BARQ'S Frozen Root Beer & Vanilla Ice Cream Float was successfully introduced in test markets in fiscal 2003, and expansion plans are in place for this old-fashioned favorite in the coming year.

*MINUTE MAID is a registered trademark of The Coca-Cola Company. **BARQ'S is a registered trademark of Barq's Inc. ***Coca-Cola is a registered trademark of The Coca-Cola Company.

Crave

Bathe your tongue in Taste and enjoy lip smackin' fun.

More Snacks

Nothing stirs the senses quite like the sweet aroma of warm, fresh snacks. Delicious cookies, crispy churros, fragrant funnel cakes and other quality bakery products comprise this ever-growing niche category for J&J Snack Foods Corp.

Ah-h-h-h-h, the sweet smell of success!

In the food service sector, MRS. GOODCOOKIE, CAMDEN CREEK and other branded cookies serve up equally delicious whether distributed as frozen cookie dough, pre-baked or pre-packaged cookies. And for a more custom sensation, CAMDEN CREEK private label fund raising frozen cookie dough has proven to be a winner, along with packaged, fun character cookie sales to schools and sales of MRS. GOODCOOKIE frozen cookie dough. All were key contributors to the 4% rise in dollars and scents in 2003.

Our other taste-tempting bakery products include non-branded frozen cookie dough, commercial specialty baking items, contract private label products and organically certified baked goods. The 5% sales spurt we experienced is primarily the result of growth in our contract private label business. Additionally, our fresh bakery products which convenience food retailer, posted increases to food service sales as well. Soon, you may catch the aromatic whiff of many of our fresh- baked goodies in even more places as we explore our existing distribution channels for further opportunities.

Sensing continued growth for TIO PEPE'S

What was once a regional delicacy only in the Southwest, TIO PEPE'S Churros ---- crispy, doughnut-like snacks ---- continue to spread their cinnamon scent across the country and into international markets. In fiscal 2003, food service sales of regular and fruit filled churros beat out the previous year's sales by a nose. Both varieties are delicious and nutritious, while fruit filled churros satisfy both bread and fruit requirements for the U.S.D.A. National School Lunch/Breakfast Program. International sales of churros also grew in the Asia-Pacific region.

Funnel cakes ---- still full of fun

Available under THE FUNNEL CAKE FACTORY brand name, our fragrant funnel cakes are sold either as frozen, pre-cooked, pre-shaped cakes that simply need to be warmed, or as a make-your-own dry mix. Funnel cakes are meant for family fun, so it's no surprise that the rain-drenched summer ---- which adversely affected attendance and eating habits at theme and leisure parks as well as other outdoor venues, the primary distribution channel for funnel cakes ---- led to a marginal decline in sales for fiscal 2003. But if history is any indication, funnel cake sales should rebound quite nicely.

Despite certain adversities and challenges we experienced this past year, we refused to let them dampen our spirits. We saw opportunities. We felt confident. We tasted victory. We smelled success. Triumphant once again, J&J Snack Foods Corp. experienced growth for our 32nd consecutive year ---- now that's sense-ational!

Savor

Inhale this aromatic Smell and lose yourself in the moment.

J&J Snack Foods

FAMILY OF BRANDS

MANAGEMENT'S DISCUSSION AND ANALYSIS OF FINANCIAL CONDITION AND RESULTS OF OPERATIONS

In addition to historical information, this discussion and analysis contains forward-looking statements. The forward-looking statements contained herein are subject to certain risks and uncertainties that could cause actual results to differ materially from those projected in the forward-looking statements. Important factors that might cause such a difference include, but are not limited to, those discussed in the ''Management's Discussion and Analysis of Financial Condition and Results of Operations.'' Readers are cautioned not to place undue reliance on these forward-looking statements, which reflect management's analysis only as of the date hereof. We undertake no obligation to publicly revise or update these forward-looking statements to reflect events or circumstances that arise after the date hereof.

Critical Accounting Policies, Judgments and Estimates
We prepare our financial statements in conformity with accounting principles generally accepted in the United States. The preparation of such financial statements requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosures of contingent assets and liabilities at the date of those financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

The Company discloses its significant accounting policies in the notes to its audited consolidated financial statements.

Judgments and estimates of uncertainties are required in applying the Company's accounting policies in certain areas. Following are some of the areas requiring significant judgments and estimates: revenue recognition, accounts receivable, cash flow and valuation assumptions in performing asset impairment tests of long-lived assets, estimates of the useful lives of intangible assets and insurance reserves.

There are numerous critical assumptions that may influence accounting estimates in these and other areas. We base our critical assumptions on historical experience, third-party data and various other estimates we believe to be reasonable. A description of the aforementioned policies follows:

Revenue recognition-We recognize revenue from our products when the products are shipped to our customers and when equipment service is performed for our customers who are charged on a time and material basis. We also sell equipment service contacts with terms of coverage ranging between 12 and 60 months. We record deferred income on equipment service contracts which is amortized by the straight line method over the term of the contracts. We record offsets to revenue for allowances, end-user pricing adjustments and trade spending. Off-invoice allowances are deducted directly from the amount invoiced to our customer when our products are shipped to the customer. Offsets to revenue for allowances, end-user pricing adjustments and trade spending are recorded primarily as a reduction of accounts receivable based on our estimates of liability which are based on customer programs and historical experience. These offsets to revenue are based primarily on the quantity of product purchased over specific time periods. For our retail supermarket and frozen beverages segments, we accrue for the liability based on products sold multiplied by per product offsets. Offsets to revenue for our foodservice segment are calculated in a similar manner for offsets owed to our direct customers; however, because shipments to end-users are unknown to us until reported by our direct customers or by the end-users, there is a greater degree of uncertainty as to the accuracy of the amounts accrued for end-user offsets. Additional uncertainty may occur as customers take deductions when they make payments to us. This creates complexities because our customers do not always provide reasons for the deductions taken. Additionally, customers may take deductions to which they are not entitled and because the length of time customers take deductions to which they are entitled can vary from two weeks to well over a year. Because of the aforementioned uncertainties, the process to determine the amount of liability to record is cumbersome and subject to inaccuracies. However, we feel that due to constant monitoring of the process that any inaccuracies would not be material. Our recorded liability for allowances, end-user pricing adjustments and trade spending was approximately $4,925,000 and $3,392,000 at September 27, 2003 and September 28, 2002, respectively. The increase in our recorded liability was to provide for trade spending related to the introduction of our PRETZELFILS supermarket product as well as other general increases in allowances throughout our businesses.

Accounts Receivable-We record accounts receivable at the time revenue is recognized. Bad debt expense is recorded in marketing and administrative expenses. The amount of the allowance for doubtful accounts is based on our estimate of the accounts receivable amount that is uncollectable and is made up of a general reserve based on historical experience and amounts for specific customer's accounts receivable that we believe are at risk due to our knowledge of facts regarding the customer(s). We continually monitor our estimate of the allowance for doubtful accounts and adjust it monthly.

We usually have 2 to 3 customers with accounts receivable balances of between $1.5million to $3million. Failure of these customers, and others with lesser balances, to pay us the amounts owed could have a material impact on our consolidated statement of earnings and our consolidated statement of cash flows. Accounts receivable due from any of our customers is subject to risk. Our total bad debt expense was $556,000, $372,000 and $438,000 for the fiscal years 2003, 2002 and 2001 respectively. At September 27, 2003 and September 28, 2002, our accounts receivables were $37,645,000 and $36,922,000, net of an allowance for doubtful accounts of $991,000 and $1,839,000.

Asset Impairment - We completed documentation of our transitional goodwill impairment tests during the quarter ended March 30, 2002 and did not record any transitional goodwill impairment loss as a result of our adoption of SFAS 142. There were no changes in the carrying amount of goodwill for the fiscal year ended September 27, 2003.

We have three reporting units with goodwill totaling $45,850,000 as of September 27,2003. We utilize historical reporting unit cash flows (defined as reporting unit operating income plus depreciation and amortization) as a proxy for expected future reporting cash flows to evaluate the fair value of these reporting units. If the fair value so estimated substantially exceeds the carrying value of the reporting unit, including the goodwill, if any, associated with that unit, we do not recognize any impairment loss. Our restaurant group reporting unit has goodwill of $438,000 as of September 27, 2003. Our analysis of the fair value of this reporting unit indicated that the excess of this unit's fair value over its carrying value had diminished over time, thus requiring management to further analyze whether an impairment charge was warranted. As part of this analysis, we reviewed the future business plans of this unit as provided by the chief operating decision maker for this unit. This plan includes the closing of a significant number of unprofitable stores and reductions in non store operating expenses. Based upon this extended analysis, we determined that impairment of goodwill for this reporting unit should not be recognized as of our fiscal year-end. We may need to recognize the impairment of goodwill associated with this reporting unit in the near future. We do not engage a third party to assist in this analysis as we believe that our in-house expertise is adequate to perform the analysis.

Licenses and rights are being amortized by the straight-line method over periods ranging from 4 to 20 years and amortization expense is reflected throughout operating expenses. There were no changes in the gross carrying amount of intangible assets for the fiscal year ended September 27, 2003. Additionally, we did not record any transitional intangible asset impairment loss upon adoption of SFAS 142.

Long-lived assets, including fixed assets and intangibles, are reviewed for impairment as events or changes in circumstances occur indicating that the carrying amount of the asset may not be recoverable. Cash flow analyses are used to assess impairment. The estimates of future cash flows involve considerable management judgment and are based upon assumptions about expected future operating performance. Assumptions used in these forecasts are consistent with internal planning. The actual cash flows could differ from management's estimates due to changes in business conditions, operating performance, economic conditions, competition and consumer preferences.

Insurance Reserves - We have a self-insured medical plan which covers approximately 1,000 of our employees. We record a liability for incurred but not yet paid claims based on our historical experience of claims payments and a calculated lag time period. We maintain a Microsoft Excel spreadsheet that includes claims payments made each month according to the date the claim was incurred. This enables us to have an historical record of claims incurred but not yet paid at any point in the past. We then compare our accrued liability to the more recent claims incurred but not yet paid amounts and adjust our recorded liability up or down accordingly. Our recorded liability at September 27, 2003 and September 28, 2002 was $675,000 and $448,000, respectively. Considering that we have stop loss coverage of $125,000 for each individual plan subscriber, the general consistency of claims payments and the short time lag, we believe that there is not a material exposure for this liability. Because of the foregoing, we do not engage a third party actuary to assist in this analysis.

We self-insure, up to loss limits, worker's compensation and automobile liability claims. Accruals for claims under our self-insurance program are recorded on a claims incurred basis. Under this program, the estimated liability for claims incurred but unpaid in fiscal year 2003 and 2002 was $1,700,000 and $1,100,000, respectively. Our total recorded liability for all years' claims incurred but not yet paid was $4,324,000 and $4,285,000 at September 27, 2003 and September 28, 2002, respectively. We estimate the liability based on total incurred claims and paid claims adjusting for loss development factors which account for the development of open claims over time. We estimate the amounts we expect to pay for some insurance years by multiplying incurred losses by a loss development factor which is based on insurance industry averages and the age of the incurred claims; our estimated liability is then the difference between the amounts we expect to pay and the amounts we have already paid for those years. Loss development factors which we use range from 1.0 to 1.82. However, for some years, the estimated liability is the difference between the amounts we have already paid for that year and the maximum we could pay under the program in effect for that particular year because the calculated amount we expect to pay is higher than the maximum. For other years, where there are few claims open, the estimated liability we record is the amount the insurance company has reserved for those claims. We evaluate our estimated liability on a continuing basis and adjust it accordingly. Due to the multi-year length of these insurance programs, there is exposure to claims coming in lower or higher than anticipated; however, due to constant monitoring and stop loss coverage on individual claims, we believe our exposure is not material. Because of the foregoing, we do not engage a third party actuary to assist in this analysis. In connection with these self-insurance agreements, we customarily enter into letters of credit arrangements with our insurers. At September 27, 2003 and September 28, 2002, we had outstanding letters of credit totaling approximately $5,900,000 and $4,800,000, respectively.

Refer to Note A to the consolidated financial statements for additional information on our accounting policies.

RESULTS OF OPERATIONS

Fiscal 2003 (52 weeks) Compared to Fiscal 2002 (52 weeks)

Net sales increased $11,380,000 or 3% to $364,567,000 in fiscal 2003 from $353,187,000 in fiscal 2002.

We have four reportable segments, as disclosed in the notes to the consolidated financial statements: Food Service, Retail Supermarkets, The Restaurant Group and Frozen Beverages. The Chief Operating Decision Maker for Food Service, Retail Supermarkets and The Restaurant Group and the Chief Operating Decision Maker for Frozen Beverages monthly review and evaluate operating income and sales in order to assess performance and allocate resources to each individual segment. In addition, the Chief Operating Decision Makers review and evaluate depreciation, capital spending and assets of each segment on a quarterly basis to monitor cash flow and asset needs of each segment.

Food Service

Sales to food service customers increased $15,309,000 or 8% to $200,528,000 in fiscal 2003. Soft pretzel sales to the food service market increased $10,160,000, or 15%, to $76,062,000 for the 2003 year due primarily to increased sales of PRETZEL FILLERS and GOURMET TWISTS, two of our newer products in our pretzel line. Increased sales of PRETZEL FILLERS to two customers accounted for approximately 64% of the soft pretzel sales' increase. Sales of bakery products increased $3,661,000 or 6% to $67,432,000 in fiscal 2003; approximately 44% of this increase was from sales to one customer resulting primarily from increased sales of existing products to its customers. Approximately $900,000 of the bakery products increase in sales was of our branded products sold primarily to school foodservice accounts and approximately $1,000,000 of the increase was of sales of private label products with increases and decreases among many customers. Churro sales increased 3% to $12,923,000 resulting primarily from sales of new products to a warehouse club store customer. Frozen juice bar and ices sales increased $1,322,000, or 4%,to $38,120,000. This increase was mainly attributable to higher sales to warehouse club stores of about $1,800,000 and to school foodservice customers of about $600,000, which were partially offset by a decline to $0 of sales to one quick serve restaurant customer from $1,325,000 in 2002, which customer discontinued sales of the product after a trial period in 2002. All of the increases in sales throughout the Food Service segment were from a combination of increased unit volume and price increases.

Retail Supermarkets

Sales of products to retail supermarkets decreased $1,664,000 or 4% to $39,702,000 in fiscal 2003. Total soft pretzel sales to retail supermarkets were $17,195,000, an increase of 2% from fiscal 2002. Sales of frozen juice bars and ices decreased $1,207,000 or 5% to $24,251,000 in 2003 from $25,458,000 in 2002. Case sales of frozen juices and ices products introduced in 2002 which were unsuccessful were down 60% for the year. Even though overall case sales of frozen juices and ices were down 12%, sales were down only 5% because of reduced trade spending in 2003 compared to 2002. We believe that sales of our frozen juices and ices were negatively impacted by unseasonably cool and rainy weather in parts of the United States during the spring and summer of 2003.

The Restaurant Group

Sales of our Restaurant Group, which operates BAVARIAN PRETZEL BAKERY and PRETZEL GOURMET retail stores in the Mid-Atlantic region, declined by 9%, primarily due to reduced mall traffic and closings of 5 unprofitable stores. At September 27, 2003, we had 48 stores open with plans to close 10 to 15 unprofitable stores in our 2004 fiscal year in hopes of improving the operating results of this business.

Frozen Beverages

Frozen beverage and related product sales decreased $1,296,000 or 1% to $114,582,000 in fiscal 2003. Beverage sales alone decreased 2% to $89,387,000 for the year. Lower beverage sales to two customers accounted for more than the entire decrease in beverage sales. Excluding these two customers, beverage sales alone would have increased approximately $1,450,000, or 2%, for the year. Sales to one of these customers may decline further in 2004. We do not believe the impact on consolidated operating income would be material. We believe that beverage sales were negatively impacted by unseasonably cool and rainy weather in parts of the United States during the spring and summer of 2003.

Service revenue increased $829,000, or 6% to $15,272,000 for the year as we continue to emphasize this part of our business.

Consolidated

Other than as commented upon above by segment, there are no specific reasons for the reported sales increases or decreases. Sales levels can be impacted by the appeal of our products to our customers and consumers and their changing tastes, competitive and pricing pressures, sales execution, marketing programs , seasonal weather, customer stability and general economic conditions.

Gross profit was 34% of sales in both 2003 and 2002. Gross profit benefited from a decrease of approximately $6,000,000 in depreciation expense which was largely offset by increases in the unit costs of raw materials and packaging of about $4,000,000 and increases in insurance costs of about $1,300,000. The decrease in depreciation expense related primarily to frozen carbonated beverage dispensers acquired in an acquisition in 1998 and which became fully depreciated in the first quarter of 2003.

Total operating expenses increased $2,807,000 to $93,998,000 in fiscal 2003 but as a percentage of sales were 26% in 2003 and 2002. Marketing expenses decreased less than 1/2 of 1 percent to 14% of sales in fiscal 2003 from 15% in 2002. The decrease in marketing expense as a percent of sales was caused primarily by a higher level of sales in our food service segment which did not incur marketing expenses and by a lower level of employee compensation in our frozen beverages segment. Distribution expenses increased less than 1/4 of 1 percent of sales to 8% from 7% last year primarily because of increased freight costs as a percent of foodservice sales and slightly higher frozen beverages distribution costs even though sales declined. . Administrative expenses were 4% in both years. Other general income increased to $384,000 in 2003 from $19,000 because of the positive resolution of prior acquisition liabilities.

Operating income increased $2,581,000 or 9% to $30,847,000 in fiscal 2003 as a result of the aforementioned items.

Interest expense decreased $408,000 to $113,000 in fiscal 2003 because we had no long-term debt in 2003. The effective income tax rate increased to 36% in fiscal 2003 from 35% in fiscal 2002 primarily because of changes in state tax laws.

Net earnings increased $1,789,000 or 10% in fiscal 2003 to $19,902,000 or $2.20 per fully diluted share as a result of the aforementioned items.

There are many factors which can impact our net earnings from year to year and in the long run, among which are the supply and cost of raw materials and labor, insurance costs, factors impacting sales as noted above, the continuing consolidation of our customers, our ability to manage our manufacturing, marketing and distribution activities, our ability to make and integrate acquisitions and changes in tax laws and interest rates.

RESULTS OF OPERATIONS

Fiscal 2002 (52 weeks) Compared to Fiscal 2001 (52 weeks)

Net sales increased $24,852,000 or 8% to $353,187,000 in fiscal 2002 from $328,335,000 in fiscal 2001. Excluding the sales benefit from the acquisition of Uptown Bakery in November 2000, sales would have increased approximately 6.5%.

We have four reportable segments, as disclosed in the notes to the consolidated financial statements: Food Service, Retail Supermarkets, The Restaurant Group and Frozen Beverages.

The Chief Operating Decision Maker for Food Service, Retail Supermarkets and The Restaurant Group and the Chief Operating Decision Maker for Frozen Beverages monthly review and evaluate operating income and sales in order to assess performance and allocate resources to each individual segment. In addition, the Chief Operating Decision Makers review and evaluate depreciation, capital spending and assets of each segment on a quarterly basis to monitor cash flow and asset needs of each segment.

Food Service

Sales to food service customers increased $13,846,000 or 8% to $185,219,000 in fiscal 2002. Excluding the sales benefit from the acquisition of Uptown Bakery, sales would have increased about 6%. Soft pretzel sales to the food service market increased 8% to $65,902,000 for the 2002 year entirely due to sales of our two new pretzel lines, GOURMET TWIST AND PRETZEL FILLERS, across our customer base. . Sales of bakery products increased $5,814,000 or 10% to $63,771,000 in fiscal 2002. About 60% of the bakery product sales increase resulted from the acquisition of Uptown Bakery with the balance coming from sales of our branded cookie products primarily to school foodservice accounts. Churro sales increased 7% to $12,530,000 with the sales increase spread widely among our customers. Increased sales of fruit filled churros accounted for about 40% of the churros' sales increase. Frozen juice bar and ices sales increased 10% to $36,798,000. About 40% of the increase in frozen juice bar and ices sales were to a quick serve restaurant in a product test; at this time, we do not know if the product will be sold in 2003, and about 30% of the increased sales were to school foodservice accounts and the balance to club stores and seasonal warm weather accounts. All of the increases in sales throughout the Food Service segment were primarily the result of changes in unit volume.

Retail Supermarkets

Sales of products to retail supermarkets increased $2,290,000 or 6% to $41,366,000 in fiscal 2002. Total soft pretzel sales to retail supermarkets were $16,794,000, an increase of 4% from fiscal 2001. Sales of our flagship SUPERPRETZEL brand soft pretzels increased 5% to $15,497,000 due to increased case volume and reduced trade spending. Sales of frozen juice bars and ices increased $1,745,000 or 7% to $25,458,000 in 2002 from $23,713,000 in 2001 due to increased volume of LUIGI'S Real Italian Ice and the Company's MINUTE MAID* brand licensed products. Over 80% of the higher case volume of frozen juice bars and ices were from sales of products introduced into supermarkets this year.

The Restaurant Group

Sales of our Restaurant Group, which operates BAVARIAN PRETZEL BAKERY and PRETZEL GOURMET retail stores in the Mid-Atlantic region, declined by 11%, primarily due to reduced mall traffic and closings of unprofitable stores.

Frozen Beverages

Frozen beverage and related product sales increased $10,035,000 or 9% to $115,878,000 in fiscal 2002. Beverage sales alone increased 2% to $91,366,000 for the year. Service revenue increased $5,625,000, or 64% to $14,443,000 for the year as we began a more concerted effort to pursue managed service opportunities to take advantage of our national service infrastructure. Sales of equipment increased $4,365,000, or 77%, due to one-time sales to two customers

Sales to certain of our mass merchandising customers decreased in 2002 and are expected to further decline in 2003 as a result of store closings and other factors affecting their operations.

Consolidated

Other than as commented upon above by segment, there are no specific reasons for the reported sales increases or decreases. Sales levels can be impacted by the appeal of our products to our customers and consumers and their changing tastes, competitive and pricing pressures, sales execution, marketing programs , seasonal weather , customer stability and general economic conditions.

Gross profit increased to 34% of sales in 2002 from 33% of sales in 2001 primarily due to efficiencies resulting from higher volume. Gross profit was impacted by higher property and casualty insurance costs of approximately $900,000 for the year. The higher costs were due to market conditions and our own claims experience.

Total operating expenses increased $3,640,000 to $91,191,000 in fiscal 2002 but as a percentage of sales decreased to 26% in 2002 from 27% in 2001. The percentage decrease was mainly attributable to our adoption of SFAS 142 which eliminated amortization of goodwill of $2,600,000. Marketing expenses increased less than 1/4 of 1 percent to 15% of sales in fiscal 2002 from 14% in 2001. This increase resulted from an upgrade of our point of sale materials at our Food Service customers. Distribution expenses decreased less than 1/2 of 1 percent of sales to 7% from 8% last year because of lower fuel prices early in the year, lower interest costs on operating leases and efficiencies related to higher volume. Administrative expenses were 4% in both years. Other general income of $19,000 in 2002 compared to other general income of $620,000 in 2001. Other general income in 2001 included gains from insurance proceeds. Operating income increased $7,097,000 or 34% to $28,266,000 in fiscal 2002 as a result of the aforementioned items.

Interest expense decreased $2,662,000 to $521,000 in fiscal 2002 due to the paydown of debt and lower interest rates. As of September 28, 2002, we have repaid all of our long-term debt.

The effective income tax rate was 35% in fiscal 2002 and 36% in fiscal 2001.

Net earnings increased $6,237,000 or 53% in fiscal 2002 to $18,113,000 or $1.99 per fully diluted share as a result of the aforementioned items.

There are many factors which can impact our net earnings from year to year and in the long run, among which are the supply and cost of raw materials and labor, insurance costs, factors impacting sales as noted above, the continuing consolidation of our customers, our ability to manage our manufacturing, marketing and distribution activities, our ability to make and integrate acquisitions and changes in tax laws and interest rates.

*MINUTE MAID is a registered trademark of The Coca-Cola Company.

ACQUISITIONS, LIQUIDITY AND CAPITAL RESOURCES

In November 2000, we acquired the assets of Uptown Bakeries for cash. Uptown Bakeries, located in Bridgeport, NJ, sells bakery items to the food service industry with approximate annual sales of $17,000,000.

This acquisition was accounted for under the purchase method of accounting, and its operations are included in the consolidated financial statements from the acquisition date.

Although there are many factors which could impact our operating cash flow, most notably net earnings, we believe that our future operating cash flow, along with our borrowing capacity, is sufficient to fund future growth and expansion. Based on our past levels of operating cash flow, which has averaged $48,967,000 per year over the past three years, and the quality of our consolidated balance sheet, we believe that we have the capability to borrow in excess of $200,000,000. This is management's current opinion, which could change over time depending on future events.

Fluctuations in the value of the Mexican peso and the resulting revaluation of the net assets of our Mexican frozen beverage subsidiary caused decreases of $165,000, $151,000 and $25,000 in accumulated other comprehensive loss in the 2003, 2002 and 2001 fiscal years, respectively. In 2003, sales of the Mexican subsidiary were $4,354,000 as compared to $3,819,000 in 2002.

In fiscal year 2003, we purchased and retired 297,000 shares of our common stock at a cost of $8,565,000. In fiscal year 2002, we did not purchase or retire any of our common stock. In fiscal year 2001, we purchased and retired 111,000 shares of our common stock at a cost of $1,431,000. Under a buyback authorization approved by the Board of Directors in April 2003, 478,000 shares remain to be purchased at September 27, 2003.

Our general-purpose bank credit line provides for up to a $50,000,000 revolving credit facility. The agreement contains restrictive covenants and requires commitment fees in accordance with standard banking practice. The significant financial covenants are:

Earnings before interest expense and income taxes divided by interest expense shall not be less than 1.5 to 1.
Tangible net worth must be more than $90million.
Total funded indebtedness divided by earnings before interest expense, income taxes, depreciation and amortization shall not be greater than 2.25 to 1.
Total liabilities divided by tangible net worth shall not be more than 2.0 to 1.

We were in compliance with all of the restrictive covenants at September 27, 2003. There were no outstanding balances under this facility at September 27, 2003.

We self-insure, up to loss limits, certain insurable risks such as worker's compensation and automobile liability claims. Accruals for claims under our self-insurance program are recorded on a claim- incurred basis. Under this program, the estimated liability for claims incurred but unpaid in fiscal year 2003 and 2002 was $1,700,000 and $1,100,000, respectively. In connection with certain self-insurance agreements, we customarily enter into letters of credit arrangements with our insurers. At September 27, 2003 and September 28, 2002, we had outstanding letters of credit totaling approximately $5,900,000 and $4,800,000, respectively.

The following table presents our contractual cash flow commitments on long-term debt and operating leases. See Notes to the Consolidated Financial Statements for additional information on our long-term debt and operating leases. Payments Due by Period Less

		Payments Due by Period			
	Total	Less Than 1 Year	1--3 Years	4--5 Years	After 5 Years
			(in thousands)		
Long-term debt, including current maturities	$ -	$ -	$ -	$ -	$ -
Operating leases	40,164	8,068	11,266	7,262	13,568
Total	$40,164	$ 8,068	$11,266	$7,262	$13,568

As of September 27, 2003, we were committed to purchasing approximately $13,000,000 of ingredients and packaging in fiscal year 2004. These commitments do not exceed our projected requirements over the related terms and are in the normal course of business.

Effective December 30, 2001, we adopted the provisions of Emerging Issues Task Force (EITF) Issue No. 01-9, ''Accounting for Consideration Given by a Vendor to a Customer or a Reseller of the Vendor's Products.'' EITF 01-9 addressed various issues related to the income statement classification of certain promotional payments, including consideration from a vendor to a reseller or another party that purchases the vendor's products.

As a result of the adoption, we reduced both net sales and marketing expenses by approximately $25,344,000, $27,175,000 and $23,361,000 for the years ended 2003, 2002 and 2001, respectively. These reclassifications have no impact on reported operating income or net earnings or earnings per share.

On December 30, 2001, we adopted SFAS No. 144, ''Accounting for the Impairment or Disposal of Long-Lived Assets,'' (SFAS No. 144). SFAS No. 144 supersedes SFAS No. 121, ''Accounting for the Impairment of Long-Lived Assets and for Long-Lived Assets to be Disposed of,'' but it retains many of the fundamental provisions of that Statement. The adoption did not have a material effect on our financial statements.

On October 1, 2001, we adopted SFAS 133, as amended by SFAS 138, ''Accounting for Certain Derivative Instruments and Certain Hedging Activities.'' Based on our minimal use of derivatives, the adoption of this standard did not have a significant impact on our earnings or financial position.

On September 30, 2001, we adopted SFAS No. 142 ''Goodwill and Intangible Assets'' (SFAS No. 142). SFAS No. 142 includes requirements to annually test goodwill and indefinite lived intangible assets for impairment rather than amortize them; accordingly, we no longer amortize goodwill, thereby eliminating an annual amortization charge of approximately $2,600,000. We completed documentation of our transitional goodwill impairment tests during the quarter ended March 2002 and did not record any transitional goodwill impairment loss as a result of our adoption of SFAS No. 142. Additionally, we did not record any transitional intangible asset impairment loss upon adoption of SFAS No. 142. Our annual impairment evaluation reflected no deterioration of our recorded goodwill.

In November 2002, FASB Interpretation 45, ''Guarantor's Accounting and Disclosure Requirements for Guarantees, Including Indirect Guarantees of Indebtedness of Others'' (FIN 45), was issued. FIN 45 requires a guarantor entity, at the inception of a guarantee covered by the measurement provisions of the interpretation, to record a liability for the fair value of the obligation undertaken in issuing the guarantee.

We previously did not record a liability when guaranteeing obligations unless it became probable that we would have to perform under the guarantee. FIN 45 applies prospectively to guarantees we issue or modify subsequent to December 31, 2002, but has certain disclosure requirements effective for interim and annual periods ending after December 15, 2002. The adoption of FIN 45 did not have a significant impact on our consolidated financial position, results of operations or cash flows.

In January 2002, the FASB issued FASB Interpretation 46 (FIN 46), ''Consolidation of Variable Interest Entities.'' FIN 46 clarifies the application of Accounting Research Bulletin 51, Consolidated Financial Statements, for certain entities that do not have sufficient equity at risk for the entity to finance its activities without additional subordinated financial support from other parties or in which equity investors do not have the characteristics of a controlling financial interest (''variable interest entities''). Variable interest entities within the scope of

FIN 46 are required to be consolidated by their primary beneficiary. The primary beneficiary of a variable interest entity is determined to be the party that absorbs a majority of the entity's expected losses, receives a majority of its expected returns, or both. FIN 46 applies immediately to variable interest entities created after January 31, 2002, and to variable interest entities in which an enterprise obtains an interest after that date. It applies in the first fiscal year or interim period beginning after June 15, 2002, to variable interest entities in which an enterprise holds a variable interest that it acquired before February 1, 2002. The adoption of FIN 46 did not have a material effect on our consolidated financial position, results of operations, or cash flows.

On May 15, 2003, the FASB issued SFAS No. 150, ''Accounting for Certain Financial Instruments with Characteristics of Both Liabilities and Equity.'' SFAS No. 150 establishes standards for how an issuer classifies and measures certain financial instruments with characteristics of both liabilities and equity.

Most of the guidance in SFAS No. 150 is effective for all financial instruments entered into or modified after May 31, 2003, and otherwise is effective at the beginning of the first interim period beginning after June 15, 2003. The adoption of SFAS No. 150 is not expected to have a material effect on our consolidated financial position, results of operations or cash flows.

Fiscal 2003 Compared to Fiscal 2002

Cash increased $23,536,000, or 166%, to $37,694,000 from a year ago because net cash provided by operating activities of $46,365,000 exceeded the amounts of net cash used in investing activities of $16,502,000 and financing activities of $6,227,000.

Trade receivables increased $723,000 or 2% to $37,645,000 and inventories increased $1,003,000 or 5% to $23,202,000 in 2003 due to increased levels of business and higher unit costs of inventories.

Property, plant and equipment decreased $7,295,000 to $87,115,000 primarily because expenditures for dispensers required for the expansion of our frozen beverage business, for ovens and portable merchandisers required for the expansion of our food service business and for the expansion and upgrading of production capability at our manufacturing facilities was approximately $5,000,000 less than depreciation of existing assets.

Other intangible assets, less accumulated amortization decreased $308,000 to $1,231,000 because they were amortized by $308,000 in the year.

Accounts payable and accrued liabilities was essentially unchanged from 2002 to 2003, having decreased $186,000 in 2003 from $40,244,000 in 2002.

Deferred income taxes increased by $2,568,000 to $13,374,000 which related primarily to depreciation of property, plant and equipment.

Common stock decreased $5,882,000 to $28,143,000 in 2003 because of the repurchase of $8,565,000 of our common stock which was partially offset by the exercise of incentive stock options and stock issued under our stock purchase plan for employees.

Net cash provided by operating activities decreased $4,718,000 to $46,365,000 in 2003 primarily because depreciation and amortization of fixed assets decreased by $6,023,000 which was partially offset by increased net earnings of $1,789,000. The decrease in depreciation and amortization expense related primarily to frozen carbonated beverage dispensers acquired in an acquisition in 1998 and which became fully depreciated in the first quarter of 2003.

Net cash used in investing activities decreased $2,986,000 to $16,502,000 in 2003 from $19,488,000 in 2002 because of an increase in proceeds from disposal of property and equipment related to sales of equipment in our frozen beverage business and a lower level of purchases of property plant and equipment.

Net cash used in financing activities decreased $18,547,000 in 2003 to $6,327,000 from $24,874,000 in 2002. The decrease was because we paid down $28,069,000 of long-term debt in 2002 and we had no long-term debt in 2003.

In 2003, the major variables in determining our net increase in cash and cash equivalents were our net earnings, depreciation and amortization of fixed assets , purchases of property, plant and equipment and payments to repurchase common stock. Other variables which in the past have had a significant impact on our change in cash and cash equivalents are payments for the purchase of companies , net of cash acquired and debt assumed , proceeds from borrowings and payments of long-term debt. As discussed in results of operations , our net earnings may be influenced by many factors. Depreciation and amortization of fixed assets is primarily determined by past purchases of property plant and equipment although it could be impacted by a significant acquisition in the current year. Purchases of property, plant and equipment is primarily determined by our ongoing normal manufacturing and marketing requirements but could be increased significantly for manufacturing expansion requirements or large frozen beverage customer needs. From time to time, we have repurchased common stock and we anticipate that we will again in the future. We are actively seeking acquisitions which could be a significant use of cash. Although the balance of our long-term debt is $0 at September 27, 2003, we may borrow in the future depending on our needs.

Fiscal 2002 Compared to Fiscal 2001

Cash increased 90% to $14,158,000 from a year ago because net cash provided by operating activities of $51,083,000 exceeded the amounts of net cash used in investing activities of $19,488,000 and financing activities of $24,874,000. We were able to increase our cash balance by $6,721,000 even though we used $28,069,000 of cash to pay down long-term debt.

Trade receivables increased $1,421,000 or 4% to $36,922,000 and inventories increased $450,000 or 2% to $22,199,000 in 2002 due to increased levels of business. These increases were modest considering our sales increase of 8% for the year.

Property, plant and equipment decreased $10,346,000 to $94,410,000 because expenditures for dispensers required for the expansion of our frozen beverage business, for ovens and portable merchandisers required for the expansion of our food service business and for the expansion and upgrading of production capability at our manufacturing facilities was approximately $10,000,000 less than depreciation of existing assets.

Other intangible assets, less accumulated amortization decreased $309,000 to $1,539,000 because they were amortized by $309,000 in the year.

Accounts payable and accrued liabilities decreased $318,000 in 2002 from $40,562,000 in 2001. Increases in accounts payable of $3,168,000, due to a general increase in our sales levels and an increase in amounts due for liability insurance of $1,055,000, were more than offset by a reduction of accrued liabilities related to the timing of federal tax payments of $3,300,000 because of tax law changes.

Current maturities of long-term debt decreased by $115,000 to $0 and long-term debt, less current maturities decreased by $28,368,000 to $0 due to our repayment of long-term debt.

Deferred income taxes increased by $1,578,000 to

$10,806,000 which related primarily to depreciation of property, plant and equipment.

Common stock increased $4,604,000 to $34,025,000 in 2002 because of the exercise of incentive stock options and stock issued under our stock purchase plan for employees.

Net cash provided by operating activities increased $1,629,000 to$51,083,000 in 2002 primarily due to increased net earnings of $6,237,000, which was offset by a $2,612,000 decrease in amortization of intangibles and deferred costs which resulted from the discontinuance of the amortization of goodwill and by a smaller increase in cash provided by changes in working capital of $3,353,000, which was caused by tax law changes affecting our fourth quarter estimated federal tax payment of $3,300,000 for our 2001 fiscal year.

Net cash used in investing activities decreased $8,600,000 to $19,488,000 in 2002 primarily because in 2001 we paid $11,330,000 to purchase companies and had no acquisitions in 2002. This was partially offset by increased spending for purchases of property, plant and equipment of $3,352,000; the increase being primarily for the installation of a line to manufacture PRETZEL FILLERS.

Net cash used in financing activities increased $9,566,000 in 2002 to $24,874,000 from $15,308,000 in 2001. The increase of $9,566,000 was the result of our repayment of approximately $12,000,000 of additional long-term debt compared to 2001 which was partially offset by changes in the amount of proceeds for the issuance of common stock, net of cash used to repurchase our common stock.

CONSOLIDATED STATEMENTS OF EARNINGS

	Fiscal year ended September 27, 2003 (52 weeks)	September 28, 2002 (52 weeks)	September 29, 2001 (52 weeks)
	(in thousands, except per share information)		
Net Sales	$364,567	$353,187	$328,335
Cost of goods sold	239,722	233,730	219,615
Gross profit	124,845	119,457	108,720
Operating expenses			
Marketing	51,492	51,466	47,124
Distribution	27,705	26,041	25,594
Administrative	15,185	13,703	12,840
Amortization of goodwill	-	-	2,613
Other general income	(384)	(19)	(620)
	93,998	91,191	87,551
Operating income	30,847	28,266	21,169
Other income (expenses)			
Investment income	362	268	356
Interest expense	(113)	(521)	(3,183)
Other	-	-	213
	249	(253)	(2,614)
Earnings before income taxes	31,096	28,013	18,555
Income taxes	11,194	9,900	6,679
NET EARNINGS	$ 19,902	$ 18,113	$ 11,876
Earnings per diluted share	$2.20	$1.99	$1.36
Weighted-average number of diluted shares	9,051	9,093	8,754
Earnings per basic share	$2.26	$2.07	$1.40
Weighted-average number f basic shares	8,800	8,770	8,502

The accompanying notes are an integral part of these statements.

CONSOLIDATED BALANCE SHEETS

	September 27, 2003	September 28, 2002

	(in thousands, except share amounts)	
Assets		
Current Assets		
Cash and cash equivalents	$ 37,694	$ 14,158
Receivables		
Trade, less allowances of $991 and $1,839, respectively	37,645	36,922
Other	516	1,016
Inventories	23,202	22,199
Prepaid expenses and other	1,348	1,072
Total current assets	100,405	75,367
Property, Plant and Equipment, at cost	298,609	290,340
Less accumulated depreciation and amortization	211,494	195,930
	87,115	94,410
Other Assets		
Goodwill	45,850	45,850
Other intangible assets, net	1,231	1,539
Long-term investment securities held to maturity	275	675
Other	1,807	2,195
	49,163	50,259
	$236,683	$220,036
Liabilities and Stockholders' Equity		
Current Liabilities		
Accounts payable	$ 27,252	$ 27,683
Accrued liabilities	12,806	12,561
Total current liabilities	40,058	40,244
Deferred Income Taxes	13,374	10,806
Other Long-Term Liabilities	687	277
Stockholders' Equity		
Preferred stock, $1 par value; authorized, 5,000,000 shares; none issued	-	-
Common stock, no par value; authorized, 25,000,000 shares; issued and outstanding, 8,757,000 and 8,903,000 respectively	28,143	34,025
Accumulated other comprehensive loss	(1,957)	(1,792)
Retained Earnings	156,378	136,476
	182,564	168,709
	$236,683	$220,036

The accompanying notes are an integral part of these statements.

CONSOLIDATED STATEMENT OF CHANGES IN STOCKHOLDERS' EQUITY

	Shares	Amount	Accumulated Other Comprehensive Loss	Retained Earnings	Total	Comprehensive Income
			(in thousands)			
Balance at October 1, 2000	8,522	$28,403	$(1,616)	$106,487	$133,274	
Issuance of common stock upon exercise of stock options	207	2,194	-	-	2,194	
Issuance of common stock for employee stock purchase plan	18	255	-	-	255	
Foreign currency translation adjustment	-	-	-	(25)	-	$ (25)
Repurchase of common stock	(111)	(1,431)	-	-	(1,431)	
Net earnings	-	-	-	11,876	11,876	11,876
Comprehensive income	-	-	-	-	-	$11,851
Balance at September 29, 2001	8,636	$29,421	$(1,641)	$118,363	$146,143	
Issuance of common stock upon exercise of stock options	254	4,336	-	-	4,336	
Issuance of common stock for employee stock purchase plan	13	268	-	-	268	
Foreign currency translation adjustment	-	-	(151)	-	$ (151)	
Net earnings	-	-	18,113	18,113	18,113	
Comprehensive income	-	-	-	-	-	$17,962
Balance at September 28, 2002	8,903	$34,025	$(1,792)	$136,476	$168,709	

Issuance of common stock upon exercise of stock options	139	2,342	-	-	2,342	
Issuance of common stock for employee stock purchase plan	12	341	-	-	341	
Foreign currency translation adjustment	-	-	(165)	-	(165)	$ (165)
Repurchase of common stock	(297)	(8,565)	-	-	(8,565)	
Net earnings	-	-	-	19,902	19,902	19,902
Comprehensive income	-	-	-	-	-	$19,737
Balance at September 27, 2003	8,75	$28,143	$(1,957)	$156,378	$182,564	

The accompanying notes are an integral part of these statements.

CONSOLIDATED STATEMENTS OF CASH FLOWS

	Fiscal year ended September 27, 2003 (52 weeks)	September 28, 2002 (52 weeks)	September 29, 2001 (52 weeks)
	(in thousands)		
Operating activities:			
Net earnings	$19,902	$18,113	$11,876
Adjustments to reconcile net earnings to net cash provided by operating activities:			
Depreciation and amortization of fixed assets	24,234	30,252	30,170
Amortization of intangibles and deferred costs	729	734	3,346
(Gains) losses from disposals and write-downs of property & equipment	(389)	255	(330)
Increase in deferred income taxes	2,568	1,578	888
Changes in assets and liabilities, net of effects from purchase of companies:			
Increase in accounts receivable	(285)	(1,068)	(3,411)
Increase in inventories	(829)	(207)	(361)
Increase (decrease) in prepaid expenses and other	(276)	125	221
Increase in accounts payable and accrued liabilities	711	1,301	7,055
Net cash provided by operating activities	46,365	51,083	49,454
Investing activities:			
Purchases of property, plant and equipment	(19,292)	(20,479)	(17,127)
Payments for purchase of companies net of cash acquired and debt assumed	-	-	(11,330)
Proceeds from investments held to maturity	400	840	105
Proceeds from disposal of property and equipment	2,534	167	824
Other	(144)	(16)	(560)
Net cash used in investing activities	(16,502)	(19,488)	(28,088)
Financing activities:			
Proceeds from borrowings	-	24,000	13,000
Proceeds from issuance of common stock	2,238	3,195	2,307
Payments to repurchase common stock	(8,565)	-	(1,431)
Payments of long-term debt	-	(52,069)	(29,184)
Net cash used in financing activities	(6,327)	(24,874)	(15,308)
Net increase in cash and cash equivalents	23,536	6,721	6,058
Cash and cash equivalents at beginning of year	14,158	7,437	1,379
Cash and cash equivalents at end of year	$37,694	$14,158	$ 7,437

The accompanying notes are an integral part of these statements.

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS

NOTE A - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

J&J Snack Foods Corp. and Subsidiaries (the Company) manufactures, markets and distributes a variety of nutritional snack foods and beverages to the food service and retail supermarket industries. A summary of the significant accounting policies consistently applied in the preparation of the accompanying consolidated financial statements follows.

1. Principles of Consolidation

The consolidated financial statements include the accounts of J&J Snack Foods Corp. and its wholly-owned subsidiaries. Intercompany balances and transactions have been eliminated in the consolidated financial statements.

2. Revenue Recognition

We recognize revenue from Food Service, Retail Supermarkets, The Restaurant Group and Frozen Beverage products at the time the products are shipped to third parties. When we perform services under service contracts for frozen beverage dispenser machines, revenue is recognized upon the completion of the services on specified machines. We provide an allowance for doubtful receivables after taking into consideration historical experience and other factors.

Effective December 30, 2001, we adopted the provisions of Emerging Issues Task Force (EITF) Issue No. 01-9, ''Accounting for Consideration Given by a Vendor to a Customer or a Reseller of the Vendor's Products.'' EITF 01-9 addressed various issues related to the income statement classification of certain promotional payments, including consideration from a vendor to a reseller or another party that purchases the vendor's products.

As a result of the adoption, we reduced both net sales and marketing expenses by approximately $25,344,000, $27,175,000 and $23,361,000 for the years ended 2003, 2002 and 2001, respectively. These reclassifications have no impact on reported operating income or net earnings or earnings per share.

We follow EITF Issue 00-10, ''Accounting for Shipping and Handling Fees and Costs'' (Issue 00-10). Issue 00-10 requires that all amounts billed to customers related to shipping and handling should be classified as revenues. Our product costs include amounts for shipping and handling, therefore, we charge our customers shipping and handling fees at the time the products are shipped or when services are performed. The cost of shipping products to the customer is recognized at the time the products are shipped to the customer and our policy is to classify them as Distribution expenses. The cost of shipping products to the customer classified as Distribution expenses was $27,705,000, $26,041,000 and $25,594,000 for the fiscal years ended 2003, 2002 and 2001, respectively. Accordingly, this consensus opinion had no effect on our current and previous classifications.

Staff Accounting Bulletin No. 101, Revenue Recognition in Financial Statements (SAB 101) addresses certain criteria for revenue recognition. SAB 101 outlines the criteria that must be met to recognize revenue and provides guidance for disclosures related to revenue recognition policies. Our revenue recognition policies complied with the guidance contained in SAB 101 and, therefore, our results of operations were not materially affected.

We also sell service contracts covering frozen beverage machines sold. The terms of coverage range between 12 and 60 months. We record deferred income on service contracts which is amortized by the straight-line method over the term of the contracts.

During the years ended September 27, 2003 and September 28, 2002, we sold $2,561,000 and $2,281,000, respectively, of service contracts related to our frozen beverage machines. At September 27, 2003 and September 28, 2002, deferred income on service contracts was $1,783,000 and $1,345,000, respectively, of which $687,000 is included in other long-term liabilities as of September 27, 2003 and the balance is reflected as short-term and included in accrued liabilities on the consolidated balance sheet. Service contract income of $2,122,000, $1,468,000 and $948,000 was recognized for the fiscal years ended 2003, 2002 and 2001, respectively. 3. Foreign Currency

Assets and liabilities in foreign currencies are translated into U.S. dollars at the rate of exchange prevailing at the balance sheet date. Revenues and expenses are translated at the average rate of exchange for the period. The cumulative translation adjustment is recorded as a separate component of stockholders' equity.

4. Use of Estimates

In preparing financial statements in conformity with accounting principles generally accepted in the United States of America, management is required to make estimates and assumptions that affect the reported amounts of assets and liabilities, the disclosure of contingent assets and liabilities at the date of the financial statements, and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

5. Cash Equivalents

Cash equivalents are short-term, highly liquid investments with original maturities of three months or less.

6. Concentrations of Credit Risk and Accounts Receivable

We maintain cash balances at financial institutions located in various states. Accounts at each institution are insured by the Federal Deposit Insurance Corporation up to $100,000. We periodically maintain cash balances in excess of these insurance limits.

Other financial instruments which could potentially subject us to concentrations of credit risk are trade accounts receivable; however, such risks are limited due to the large number of customers comprising our customer base and their dispersion across geographic regions. We usually have 2 to 3 customers with accounts receivable balances of between $1,500,000 to $3,000,000.

The majority of our accounts receivable are due from trade customers. Credit is extended based on evaluation of our customers' financial condition and collateral is not required. Accounts receivable payment terms vary and are stated in the financial statements at amounts due from customers net of an allowance for doubtful accounts. Accounts outstanding longer than the payment terms are considered past due. We determine our allowance by considering a number of factors, including the length of time trade accounts receivable are past due, our previous loss history, customers' current ability to pay their obligations to us, and the condition of the general economy and the industry as a whole. We write off accounts receivable when they become uncollectible, and payments subsequently received on such receivables are credited to the allowance for doubtful accounts.

7. Inventories are valued at the lower of cost (determined by the first- in, first-out method) or market.

8. Investment Securities

We account for our investment securities in accordance with SFAS No. 115, ''Accounting for Certain Investments in Debt and Equity Securities.'' This standard requires investments in securities to be classified in one of three categories: held-to-maturity, trading, or available-for-sale. Debt securities that we have the positive intent and ability to hold are classified as held-to-maturity and are reported at amortized cost. At

September 27, 2003 and September 28, 2002, all of our debt securities are classified as held-to-maturity.

9. Depreciation and Amortization

Depreciation of equipment and buildings is provided for by the straight-line method over the assets' estimated useful lives. Amortization of improvements is provided for by the straight- line method over the term of the lease or the assets' estimated useful lives, whichever is shorter. Licenses and rights arising from acquisitions are amortized by the straight-line method over periods ranging from 4 to 20 years.

On December 30, 2001, we adopted SFAS No. 144, ''Accounting for the Impairment or Disposal of Long-Lived Assets,'' (SFAS No. 144). SFAS No. 144 supersedes SFAS No. 121, ''Accounting for the Impairment of Long-Lived Assets and for Long-Lived Assets to be Disposed of,'' but it retains many .of the fundamental provisions of that Statement. The adoption did not have a material effect on our financial statements.

10. Fair Value of Financial Instruments

The carrying value of our short-term financial instruments, such as accounts receivables and accounts payable, approximate their fair values, based on the short-term maturities of these instruments.

11. Income Taxes

We account for our income taxes under the liability method. Under the liability method, deferred tax assets and liabilities are determined based on the difference between the financial statement and tax bases of assets and liabilities as measured by the enacted tax rates which will be in effect when these differences reverse. Deferred tax expense is the result of changes in deferred tax assets and liabilities.

12. Earnings Per Common Share

We follow SFAS No. 128, ''Earnings Per Share'' (EPS). Basic EPS excludes dilution and is computed by dividing income available to common shareholders by the weighted average common shares outstanding during the period. Diluted EPS takes into consideration the potential dilution that could occur if securities (stock options) or other contracts to issue common stock were exercised and converted into common stock.

The Company's calculation of EPS is as follows:

	Fiscal year ended September 27, 2003		
	Income (Numerator)	Shares (Denominator)	Per Share Amount
	(in thousands, except per share amounts)		
Earnings Per Basic Share			
Net Income available to common stockholders	$19,902	8,800	$2.26
Effect of Dilutive Securities			
Options	-	251	(.06)
Earnings Per Diluted Share			
Net Income available to common stockholders plus assumed conversions	$19,902	9,051	$2.20

168,394 anti-dilutive weighted shares have been excluded in the computation of 2003 diluted EPS because the options' exercise price is greater than the average market price of the common stock.

	Fiscal year ended September 28, 2002		
	Income (Numerator)	Shares (Denominator)	Per Share Amount
	(in thousands, except per share amounts)		
Earnings Per Basic Share			
Net Income available to common stockholders	$18,113	8,770	$2.07
Effect of Dilutive Securities			
Options	-	323	(.08)

Earnings Per Diluted Share			
Net Income available to common stockholders plus assumed conversions	$18,113	9,093	$1.99

110,000 anti-dilutive weighted shares have been excluded in the computation of 2002 diluted EPS because the options'exercise price is greater than the average market price of the common stock.

	Fiscal year ended September 29, 2001		
	Income (Numerator)	Shares (Denominator)	Per Share Amount
	(in thousands, except per share amounts)		
Earnings Per Basic Share			
Net Income available to common stockholders	$11,876	8,502	$1.40
Effect of Dilutive Securities			
Options	-	252	(.04)
Earnings Per Diluted Share			
Net Income available to common stockholders plus assumed conversions	$11,876	8,754	$1.36

294,167 anti-dilutive weighted shares have been excluded in the computation of 2001 diluted EPS because the options' exercise price is greater than the average market price of the common stock.

13. Accounting for Stock-Based Compensation

The Company accounts for stock options under SFAS No. 123, ''Accounting for Stock-Based Compensation,'' as amended by SFAS No. 148, which contains a fair value-based method for valuing stock-based compensation that entities may use, which measures compensation cost at the grant date based on the fair value of the award. Compensation is then recognized over the service period, which is usually the vesting period. Alternatively, SFAS No. 123 permits entities to continue accounting for employee stock options and similar equity instruments under Accounting Principles Board (APB) Opinion 25, ''Accounting for Stock Issued to Employees.'' Entities that continue to account for stock options using APB Opinion 25 are required to make pro forma disclosures of net income and earnings per share, as if the fair value-based method of accounting defined in SFAS No. 123 had been applied.

At September 27, 2003, the Company has one stock-based employee compensation plan. The Company accounts for this plan under the recognition and measurement principles of APB No. 25, ''Accounting for Stock Issued to Employees,'' and related interpretations. Stock-based employee compensation costs are not reflected in net income, as all options granted under the plans had an exercise price equal to the market value of the underlying common stock on the date of grant. The following table illustrates the effect on net income and earnings per share if the Company had applied the fair value recognition provisions of SFAS No. 123, to stock-based employee compensation.

	Fiscal year ended		
	September 27, 2003 (52 weeks)	September 28, 2002 (52 weeks)	September 29, 2001 (52 weeks)
	(in thousands, except per share amounts)		
Net income, as reported	$19,902	$18,113	$11,876
Less: stock-based compensation costs determined under fair value based method for all awards	1,189	1,353	1,651
Net income, pro forma	$18,713	$16,760	$10,225
Earnings per share of common stock -- basic:			
As reported	$ 2.26	$ 2.07	$ 1.40
Pro forma	$ 2.13	$ 1.91	$ 1.20

Earnings per share of

common stock -- diluted:			
As reported	$ 2.20	$ 1.99	$ 1.36
Pro forma	$ 2.07	$ 1.84	$ 1.17

The fair value of these options is estimated on the date of grant using the Black-Scholes option pricing model with the following weighted-average assumptions for grants in fiscal 2003, 2002 and 2001, respectively; expected volatility of43% for fiscal year 2003, 40% for year 2002 and 38% for year 2001; risk-free interest rates of 3.07%, 3.58% and 4.69%; and expected lives ranging between 5 and 10 years for all years.

14. Advertising Costs

Advertising costs are expensed as incurred. Total advertising expense was $2,119,000, $1,619,000, and $1,765,000 for the fiscal years 2003, 2002 and 2001, respectively.

15. Interest Rate Risk Management

In prior years, we used interest rate swaps to modify the interest rate characteristics of certain long-term obligations. As of September 27, 2003, we had no interest rate swap contracts.

Interest rate swaps are expected to be effective economic hedges and have a high correlation with the items being hedged at inception and throughout the hedge period. The variable interest rate of a swap contract is referenced to the same index as the variable interest rate of the debt being hedged.

Interest rate swaps are accounted for using the accrual method, with an adjustment to interest expense in the income statement. The effects of swap positions are included in financing activities in the Statement of Cash Flows. Interest receivable or payable under the swap contracts is included in Receivables or Accounts Payable. Unrealized gains and losses on the swaps are not recognized in the balance sheet. Realized gains and losses from disposition or settlement of swap contracts are deferred on the balance sheet and amortized to interest expense over the appropriate period.

If the hedged item is settled or terminated, deferred and/or unrecognized gains or losses on the hedging instrument on that date are recognized as an adjustment to the gain or loss on disposition or termination of the related hedged item. Future accruals on the swap and subsequent gains and losses on the swap or forward contract are included in income in the period they occur.

We follow SFAS No. 133, as amended by SFAS No. 138, ''Accounting for Certain Derivative Instruments and Certain Hedging Activities.'' Based on our minimal use of derivatives, this standard does not have a significant impact on our earnings or financial position.

16. Commodity Price Risk Management

Our most significant raw material requirements include flour, shortening, corn syrup, chocolate, and macadamia nuts. We attempt to minimize the effect of future price fluctuations related to the purchase of raw materials primarily through forward purchasing to cover future manufacturing requirements, generally for periods from 1 to 24 months. As of September 27, 2003, we have approximately $13,000,000 of such commitments. Futures contracts are not used in combination with forward purchasing of these raw materials. Our procurement practices are intended to reduce the risk .of future price increases, but also may potentially limit the ability to benefit from possible price decreases.

17. Comprehensive Income

We follow SFAS No. 130, ''Reporting Comprehensive Income.'' This standard established new standards for reporting comprehensive income, which includes net income as well as certain other items which result in a change to equity during the period.

18. Segment Reporting

We follow SFAS No. 131, ''Disclosures about Segments of an Enterprise and Related Information.'' The management approach designates the internal organization that is used by management for making operating decisions and assessing performance as the source of our reportable segments.

19. Recent Accounting Pronouncements

Effective December 30, 2001, we adopted the provisions of EITF Issue No. 01-9, ''Accounting for Consideration Given by a Vendor to a Customer or a Reseller of the Vendor's Products.'' EITF 01-9 addressed various issues related to the income statement classification of certain promotional payments, including consideration from a vendor to a reseller or another party that purchases the vendor's products.

As a result of the adoption, we reduced both net sales and marketing expenses by approximately $25,344,000, $27,175,000 and $23,361,000 for the years ended 2003, 2002 and 2001, respectively. EITF Issue No. 01-9 requires certain marketing expenses incurred by us, not previously reclassified, to be classified as deductions from revenue. These reclassifications have no impact on reported operating income or net earnings or earnings per share.

On September 30, 2001, we adopted SFAS No. 142 ''Goodwill and Intangible Assets'' (SFAS No. 142). SFAS No. 142 includes requirements to test goodwill and indefinite lived intangible assets for impairment rather than amortize them; accordingly, we no longer amortize goodwill, thereby eliminating an annual amortization charge of approximately $2,600,000. We completed documentation of our transitional goodwill impairment tests during the quarter ended March 2002 and did not record any transitional goodwill impairment loss as a result of our adoption of SFAS 142. Additionally, we did not record any transitional intangible asset impairment loss upon adoption of SFAS No. 142. Our annual impairment evaluation reflected no deterioration of our recorded goodwill.

In November 2002, FASB Interpretation 45, ''Guarantor's Accounting and Disclosure Requirements for Guarantees, Including Indirect Guarantees of Indebtedness of Others'' (FIN 45), was issued. FIN 45 requires a guarantor entity, at the inception of a guarantee covered by the measurement provisions of the interpretation, to record a liability for the fair value of the obligation undertaken in issuing the guarantee.

We previously did not record a liability when guaranteeing obligations unless it became probable that we would have to perform under the guarantee. FIN 45 applies prospectively to guarantees we issue or modify subsequent to December 31, 2002, but has certain disclosure requirements effective for interim and annual periods ending after December 15, 2002. The adoption of FIN 45 did not have a significant impact on our consolidated financial position, results of operations or cash flows.

In January 2002, the FASB issued FASB Interpretation 46 (FIN 46), ''Consolidation of Variable Interest Entities.'' FIN 46 clarifies the application of Accounting Research Bulletin 51, Consolidated Financial Statements, for certain entities that do not have sufficient equity at risk for the entity to finance its activities without additional subordinated financial support from other parties or in which equity investors do not have the characteristics of a controlling financial interest (''variable interest entities''). Variable interest entities within the scope of FIN 46 are required to be consolidated by their primary beneficiary. The primary beneficiary of a variable interest entity is determined to be the party that absorbs a majority of the entity's expected losses, receives a majority of its expected returns, or both. FIN 46 applies immediately to variable interest entities created after January 31, 2002, and to variable interest entities in which an enterprise obtains an interest after that date. It applies in the first fiscal year or interim period beginning after June 15, 2002, to variable interest entities in which an enterprise holds a variable interest that it acquired before February 1, 2002. The adoption of FIN 46 did not have a material effect on our consolidated financial position, results of operations, or cash flows.

On May 15, 2003, the FASB issued SFAS No. 150, ''Accounting for Certain Financial Instruments with Characteristics of Both Liabilities and Equity.'' SFAS No. 150 establishes standards for how an issuer classifies and measures certain financial instruments with characteristics of both liabilities and equity.

Most of the guidance in SFAS No. 150 is effective for all financial instruments entered into or modified after May 31, 2003, and otherwise is effective at the beginning of the first interim period beginning after June 15, 2003. The adoption of SFAS No. 150 is not expected to have a material effect on our consolidated financial position, results of operations or cash flows.

20. Reclassifications Certain prior year financial statement amounts have been reclassified to be consistent with the presentation for the current year.

NOTE B - ACQUISITIONS

On November 20, 2000, we acquired the assets of Uptown Bakeries for cash. Uptown Bakeries, located in Bridgeport, NJ, sells fresh bakery products to the food service industry with approximate annual sales of $17 million.

This acquisition was accounted for under the purchase method of accounting, and its operations are included in the consolidated financial statement from the acquisition date.

NOTE C - INVESTMENT SECURITIES

The amortized cost, gross unrealized gains and losses, and fair values of our long-term investment securities held to maturity at September 27, 2003 are summarized as follows:

	Amortized Cost	Gross Unrealized Gains	Gross Unrealized Losses	Fair Value
		(in thousands)		
Municipal government securities	$ 275	$ 5	$ -	$ 280

The amortized cost, gross unrealized gains and losses, and fair values of our long-term investment securities held to maturity at September 28, 2002 are summarized as follows:

	Amortized Cost	Gross Unrealized Gains	Gross Unrealized Losses	Fair Value
		(in thousands)		
Municipal government securities	$ 675	$ 40	$ -	$ 715

The following table lists the maturities of long-term investment securities classified as held to maturity at September 27, 2003:

	Amortized Cost	Fair Value
	(in thousands)	
Due after one year through five years	$ 275	$ 280

There were no proceeds from sales of securities in the past three years. We use the specific identification method to determine the cost of securities sold.

NOTE D - INVENTORIES

Inventories consist of the following:

	September 27, 2003	September 28, 2002
	(in thousands)	
Finished goods	$10,537	$10,001
Raw materials	2,775	2,846
Packaging materials	2,975	2,914
Equipment parts and other	6,915	6,438
	$23,202	$22,199

NOTE E - PROPERTY, PLANT AND EQUIPMENT

Property, plant and equipment consist of the following:

	September 27, 2003	September 28, 2002	Estimated Useful Lives
	(in thousands)		
Land	$ 606	$ 756	-
Buildings	5,106	5,456	15-39.5 years
Plant machinery and equipment	93,122	88,908	5-10 years
Marketing equipment	173,360	171,429	5 years
Transportation equipment	909	828	5 years
Office equipment	7,394	6,832	3-5 years
Improvements	15,654	15,885	5-20 years
Construction in progress	2,458	246	--
	$298,609	$290,340	

NOTE F - GOODWILL AND INTANGIBLE ASSETS

On September 30, 2001, we adopted SFAS No. 142 ''Goodwill and Intangible Assets'' (SFAS No. 142). SFAS No. 142 includes requirements to test goodwill and indefinite lived intangible assets for impairment rather than amortize them; accordingly, we no longer amortize goodwill, thereby eliminating an annual amortization charge of approximately $2,600,000.

Our four reporting units, which are also reportable segments, are Food Service, Retail Supermarket, The Restaurant Group and Frozen Beverages.

The carrying amount of acquired intangible assets for the reportable segments are as follows:

	September 27, 2003		September 28, 2002	
	Gross Carrying Amount	Accumulated Amortization	Gross Carrying Amount	Accumulated Amortization
	(in thousands)			
Food Service				
Amortized intangible assets				
Licenses and rights	$2,066	$ 908	$2,066	$ 619
Retail Supermarket				
Amortized intangible assets				
Licenses and rights	$ -	$ -	$ -	$ -
The Restaurant Group				
Amortized intangible assets				
Licenses and rights	$ 20	$ 20	$ 20	$ 19
Frozen Beverages				
Amortized intangible assets				
Licenses and rights	$ 201	$ 128	$ 201	$ 110

Licenses and rights are being amortized by the straight-line method over periods ranging from 4 to 20 years and amortization expense is reflected throughout operating expenses. There were no changes in the gross carrying amount of intangible assets for fiscal years 2003 and 2002. Additionally, we did not record any transitional intangible asset impairment loss upon adoption of SFAS 142. Aggregate amortization expense of intangible assets for the fiscal years 2003, 2002 and 2001 was $308,000, $309,000 and $271,000.

Estimated amortization expense for the next five fiscal years is approximately $300,000 in 2004, $200,000 in 2005, and $150,000 in 2006, 2007 and 2008. The weighted average amortization period of the intangible assets is 8.14 years.

Goodwill

The carrying amounts of goodwill for the reportable segments are as follows:

	Food Service	Retail Supermarkets	Rest. Group	Frozen Beverages	Total
			(in thousands)		
Balance at September 27, 2003	$14,241	$ -	$ 438	$31,171	$45,850
Balance at September 28, 2002	$14,241	$ -	$ 438	$31,171	$45,850

There were no changes in the carrying amount of goodwill for the year ended September 27, 2003.

Reported net income, exclusive of amortization expense that is related to goodwill that is no longer being amortized, would have been:

	Fiscal year ended September 2003	September 2002	September 2001
Reported net earnings	$19,902	$18,113	$11,876
Add back: Goodwill amortization	-	-	1,674
Adjusted net earnings	$19,902	$18,113	$13,550
Basic earnings per share:			
Reported net earnings	$ 2.26	$ 2.07	$ 1.40
Goodwill amortization	-	-	.19
Adjusted net earnings	$ 2.26	$ 2.07	$ 1.59
Diluted earnings per share:			
Reported net earnings	$ 2.20	$ 1.99	$ 1.36
Goodwill amortization	-	-	.19
Adjusted net earnings	$ 2.20	$ 1.99	$ 1.55

NOTE G - ACCRUED LIABILITIES

Included in accrued liabilities is accrued compensation of $6,133,000 and $6,121,000 as of September 27, 2003 and September 28, 2002, respectively.

NOTE H - LONG-TERM DEBT

Our general-purpose bank credit line agreement provides fora $50,000,000 revolving credit facility repayable in December 2004, with the availability of repayments without penalty. The agreement contains restrictive covenants and requires commitment fees in accordance with standard banking practice. As of September 27, 2003 and September 28, 2002, there were no outstanding balances under this facility.

We self-insure, up to loss limits, certain insurable risks such as worker's compensation and automobile liability claims. Accruals for claims under our self-insurance program are recorded on a claim- incurred basis. Under this program, the estimated liability for claims incurred but unpaid in fiscal year 2003 and 2002 was $1,700,000 and $1,100,000, respectively. In connection with certain self-insurance agreements, we customarily enter into letters of credit arrangements with our insurers. At September 27, 2003 and September 28, 2002, we had outstanding letters of credit totaling approximately $5,900,000 and $4,800,000, respectively.

NOTE I - INCOME TAXES

Income tax expense is as follows:

	Fiscal year ended Sept. 27, 2003	Sept. 28, 2002	Sept. 29, 2001
	(in thousands)		
Current			
U.S. Federal	$ 7,790	$7,510	$5,042
Foreign	66	43	96
State	770	769	653
	$ 8,626	$8,322	$5,791
Deferred			
U.S. Federal	$ 2,360	$1,450	$ 816
State	208	128	72
	2,568	1,578	888
	$11,194	$9,900	$6,679

The provisions for income taxes differ from the amounts computed by applying the federal income tax rate of approximately 35% to earnings before income taxes for the following reasons:

	Fiscal year ended Sept. 27, 2003	Sept. 28, 2002	Sept. 29, 2001
(in thousands)			
Income taxes at statutory rates	$10,649	$9,753	$6,309
Increase (decrease) in taxes resulting from:			
State income taxes, net of federal income tax benefit	636	552	360
Other, net	(91)	(405)	10
	$11,194	$9,900	$6,679

Deferred tax assets and liabilities consist of the following:

	September 27, 2003	September 28, 2002
	(in thousands)	
Deferred tax assets		
Vacation accrual	$ 601	$ 531
Insurance accrual	1,099	1,068
Deferred income	409	168
Allowances	873	1,310
Other, net	434	297
	3,416	3,374
Deferred tax liabilities		
Depreciation of property and equipment	16,682	14,072
Other, net	108	108
	16,790	14,180
	$13,374	$10,806

NOTE J - LEASE COMMITMENTS

1. Lease Commitments

The following is a summary of approximate future minimum rental commitments for noncancelable operating leases with terms of more than one year as of September 27, 2003:

	Plants and Offices	Equipment	Total
	(in thousands)		
2004	$ 4,864	$3,204	$ 8,068
2005	4,151	1,889	6,040
2006	3,637	1,589	5,226
2007	3,159	890	4,049
2008 and thereafter	16,309	472	16,781
	$32,120	$8,044	$40,164

Total rent expense was $9,991,000, $10,017,000 and $10,537,000 for fiscal years 2003, 2002 and 2001, respectively.

2. Other Commitments

We are a party to litigation which management currently believes will not have a material adverse effect on our financial condition or results of operations.

We self-insure, up to loss limits, certain insurable risks such as worker's compensation and automobile liability claims. Accruals for claims under our self-insurance program are recorded on a claim- incurred basis. Under this program, the estimated liability for claims incurred but unpaid in fiscal year 2003 and 2002 was $1,700,000 and $1,100,000, respectively. In connection with certain self-insurance agreements, we customarily enter into letters of credit arrangements with our insurers. At September 27, 2003 and September 28, 2002, we had outstanding letters of credit totaling approximately $5,900,000 and $4,800,000, respectively.

NOTE K - CAPITAL Stock

Under our current share repurchase program authorized by the Board of Directors, 478,000 shares remain to be repurchased as of September 27, 2003. In fiscal year 2003, we purchased and retired 297,000 shares of our common stock at a cost of $8,565,000. In fiscal year 2001, we purchased and retired 111,000 shares of our common stock at a cost of $1,431,000.

NOTE L - STOCK OPTIONS

We have a Stock Option Plan (the ''Plan''). Pursuant to the Plan, stock options may be granted to officers and our key employees which qualify as incentive stock options as well as stock options which are nonqualified. The exercise price of incentive stock options is at least the fair market value of the common stock on the date of grant. The exercise price for nonqualified options is determined by a committee of the Board of Directors. The options are generally exercisable after three years and expire no later than ten years from date of grant. There were 400,000 shares reserved under the Plan; options for 320,000 shares remain unissued as of September 27, 2003.

A summary of the status of our option plans as of fiscal years 2003, 2002 and 2001 and the changes during the years ended on those dates is represented below:

	Incentive Stock Options		Nonqualified Stock Options	
	Stock Options Outstanding	Weighted-Average Exercise Price	Stock Options Outstanding	Weighted-Average Exercise Price
Balance, October 1, 2000	915,294	$14.92	356,000	$13.99
Granted	182,333	21.24	34,000	20.60
Exercised	(195,800)	10.80	(34,000)	12.00
Cancelled	(21,000)	15.10	-	-
Balance, September 29, 2001	880,827	17.08	356,000	14.75
Granted	81,333	38.21	34,000	39.53
Exercised	(239,583)	14.19	(34,000)	10.75
Cancelled	(25,386)	19.96	-	-
Balance, September 28, 2002	697,191	20.40	356,000	17.55
Granted	80,000	33.83	-	-
Exercised	(118,456)	16.86	(37,000)	13.63
Cancelled	(53,106)	24.05	-	-
Balance, September 27, 2003	605,629	$22.55	319,000	$18.00
Exercisable Options, September 27, 2003	297,621		319,000	

The weighted-average fair value of incentive options granted during fiscal years ended September 27, 2003, September 28, 2002 and September 29, 2001 was $14.15, $15.39 and $8.19, respectively. The weighted-average fair value of nonqualified stock options granted during fiscal years ended September 28, 2002 and September 29, 2001 was $23.93 and $12.22, respectively.

The following table summarizes information about incentive stock options outstanding at September 27, 2003:

Range of Exercise Prices	Options Outstanding: Number Outstanding At Sept. 27, 2003	Weighted-Average Remaining Contractual Life	Weighted-Average Exercise Price	Options Exercisable: Number Exercisable At Sept. 27, 2003	Weighted Average Exercise Price
$12.75-$19.00	164,750	6.95 years	$13.41	159,750	$13.34
$19.38-$24.16	301,485	4.62 years	$21.41	137,871	$21.63
$33.70-$38.48	139,394	4.58 years	$35.81	-	
	605,629			297,621	

The following table summarizes information about nonqualified stock options outstanding at September 27, 2003:

Range of Exercise Prices	Options Outstanding: Number Outstanding At Sept. 27, 2003	Weighted-Average Remaining Contractual Life	Weighted-Average Exercise Price	Options Exercisable: Number Exercisable At Sept. 27, 2003	Weighted Average Exercise Price
$11.00-$15.94	183,000	2.87 years	$12.59	183,000	$12.59
$19.25-$21.75	102,000	5.93 years	$20.53	102,000	$20.53
$39.53	34,000	8.60 years	$39.53	34,000	$39.53
	319,000			319,000	

NOTE M - 401(k) PROFIT-SHARING PLAN

We maintain a 401(k) profit-sharing plan for our employees. Under this plan, we may make discretionary profit-sharing and matching 401(k) contributions. Contributions of $1,071,000, $1,051,000 and $866,000 were made in fiscal years 2003, 2002 and 2001, respectively.

NOTE N - CASH FLOW INFORMATION

The following is supplemental cash flow information:

	Fiscal year ended September 27, 2003	September 28, 2002	September 29, 2001
	(in thousands)		
Cash paid for:			
Interest	$ 138	$ 1,068	$2,966
Income taxes	7,321	10,429	344

NOTE O - SEGMENT REPORTING

We principally sell our products to the food service and retail supermarket industries. We also distribute our products directly to the consumer through our chain of retail stores referred to as The Restaurant Group. Sales and results of our frozen beverages business are monitored separately from the balance of our food service business and restaurant group because of different distribution and capital requirements. We maintain separate and discrete financial information for the four operating segments mentioned above which is available to our Chief Operating Decision Makers. We have applied no aggregate criteria to any of these operating segments in order to determine reportable segments.

Our four reportable segments are Food Service, Retail Supermarkets, The Restaurant Group and Frozen Beverages. All inter-segment net sales and expenses have been eliminated in computing net sales and operating income (loss). These segments are described below.

Food Service The primary products sold to the food service group are soft pretzels, frozen juice treats and desserts, churros and baked goods. Our customers in the food service industry include snack bars and food stands in chain, department and discount stores; malls and shopping centers; fast food outlets; stadiums and sports arenas; leisure and theme parks; convenience stores; movie theatres; warehouse club stores; schools, colleges and other institutions. Within the food service industry, our products are purchased by the consumer primarily for consumption at the point-of-sale.

Retail Supermarkets

The primary products sold to the retail supermarket industry are soft pretzel products, including SUPERPRETZEL, LUIGI'S Real Italian Ice, MINUTE MAID* Juice Bars and Soft Frozen Lemonade, ICEE Squeeze Up Tubes and TIO PEPE'S Churros. Within the retail supermarket industry, our frozen and prepackaged products are purchased by the consumer for consumption at home.

The Restaurant Group

We sell direct to the consumer through our Restaurant Group, which operates BAVARIAN PRETZEL BAKERY and PRETZEL GOURMET, our chain of specialty snack food retail outlets.

Frozen Beverages

We sell frozen beverages to the food service industry, including our restaurant group, primarily under the names ICEE and ARCTIC BLAST in the United States, Mexico and Canada.

The Chief Operating Decision Maker for Food Service, Retail Supermarkets and The Restaurant Group and the Chief Operating Decision Maker for Frozen Beverages monthly review and evaluate operating income and sales in order to assess performance and allocate resources to each individual segment. In addition, the Chief Operating Decision Makers review and evaluate depreciation, capital spending and assets of each segment on a quarterly basis to monitor cash flow and asset needs of each segment. Information regarding the operations in these four reportable segments is as follows:

	Fiscal year ended Sept. 27, 2003	Sept. 28, 2002	Sept. 29, 2001
	(in thousands)		
Sales to external customers:			
Food Service	$200,528	$185,219	$171,373
Retail Supermarket	39,702	41,366	39,076
The Restaurant Group	9,755	10,724	12,043
Frozen Beverages	114,582	115,878	105,843
	$364,567	$353,187	$328,335
Depreciation and Amortization(1):			
Food Service	$ 13,098	$ 13,547	$ 13,832
Retail Supermarket	-	-	-
The Restaurant Group	558	682	854
Frozen Beverages	11,307	16,757	16,217
	$ 24,963	$ 30,986	$ 30,903
Operating Income (Loss)(1):			
Food Service	$ 17,804	$ 17,382	$ 15,103
Retail Supermarket	2,144	1,936	1,770
The Restaurant Group	(975)	(915)	(1,450)
Frozen Beverages	11,874	9,863	8,359
	$ 30,847	$ 28,266	$ 23,782
Capital Expenditures:			
Food Service	$ 9,929	$ 11,418	$ 6,673
Retail Supermarket	-	-	-
The Restaurant Group	61	159	268
Frozen Beverages	9,302	8,902	10,186
	$ 19,292	$ 20,479	$ 17,127
Assets:			
Food Service	$151,000	$129,702	$124,951
Retail Supermarket	-	-	-
Frozen Beverages	83,491	87,413	95,498

	$236,683	$220,036	$224,481

*MINUTE MAID is a registered trademark of The Coca-Cola Company.

(1) 2001 depreciation and amortization expense excludes amortization expense associated with goodwill.

NOTE P - QUARTERLY FINANCIAL DATA (UNAUDITED)

Fiscal year ended September 27, 2003

	Net Sales	Gross Profit	Net Earnings	Net Earnings Per Diluted Share(1)
	(in thousands, except per share information)			
1st Quarter	$77,244	$ 22,065	$ 1,201	$ .13
2nd Quarter	81,408	26,876	3,001	.33
3rd Quarter	102,529	38,383	7,808	.87
4th Quarter	103,386	37,521	7,892	.88
Total	$364,567	$124,845	$19,902	$ 2.21

Fiscal year ended September 28, 2002

	Net Sales	Gross Profit	Net Earnings	Net Earnings Per Diluted Share(1)
	(in thousands, except per share information)			
1st Quarter	$ 74,797	$ 22,044	$ 822	$ .09
2nd Quarter	77,712	25,156	2,336	.25
3rd Quarter	100,628	36,430	7,518	.80
4th Quarter	100,050	35,827	7,437	.81
Total	$353,187	$119,457	$18,113	$ 1.95

(1) Total of quarterly amounts does not necessarily agree to the annual report amounts due to separate quarterly calculations of weighted average shares outstanding.

REPORT OF INDEPENDENT CERTIFIED PUBLIC ACCOUNTANTS

Shareholders and Board of Directors

J&J Snack Foods Corp.

We have audited the accompanying consolidated balance sheets of J&J Snack Foods Corp. and Subsidiaries as of September 27, 2003 and September 28, 2002, and the related consolidated statements of earnings, changes in stockholders' equity and cash flows for each of the fiscal years in the three-year period ended September 27, 2003 (52 weeks, 52 weeks and 52 weeks, respectively). These financial statements are the responsibility of the Company's management. Our responsibility is to express an opinion on these financial statements based on our audits.

We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audits provide a reasonable basis for our opinion.

In our opinion, the financial statements referred to above present fairly, in all material respects, the consolidated financial position of J&J Snack Foods Corp. and Subsidiaries as of September 27, 2003 and September 28, 2002, and the consolidated results of their operations and their consolidated cash flows for each of the fiscal years in the three-year period ended September 27, 2003 in conformity with accounting principles generally accepted in the United States of America.

Grant Thornton LLP Philadelphia, Pennsylvania November
5, 2003

CORPORATE INFORMATION

Directors

Gerald B. Shreiber
Chairman of the Board, President
and Chief Executive Officer

Dennis G. Moore
Senior Vice President,
Chief Financial Officer,
Secretary and Treasurer

Robert M. Radano
Senior Vice President and
Chief Operating Officer

Sidney R. Brown (1), (2)
Chief Executive Officer,
NFI Industries

Peter G. Stanley (1), (2)
Vice President,
Emerging Growth Equities, Ltd.

Leonard M. Lodish, Ph.D. (1), (2)
Samuel R. Harrell Professor,
Marketing Department of the Wharton School,
University of Pennsylvania

Officers

Gerald B. Shreiber
Chairman of the Board, President
and Chief Executive Officer

Dennis G. Moore
Senior Vice President,
Chief Financial Officer,
Secretary and Treasurer

Robert M. Radano
Senior Vice President and
Chief Operating Officer

Michael Karaban
Senior Vice President, Marketing

Paul L. Hirschman
Vice President, Information Systems

Officers of Subsidiary Companies

J&J SNACK FOODS Sales CORP.

John Duckett
Vice President, Service & Assembly

Anthony P. Harrison II
Vice President, Quality Control and
Research & Development

H. Robert Long
Vice President, Distribution

Harry A. McLaughlin
Vice President, Controller

Robert J. Pape
Vice President, Sales-Retail

Milton L. Segal
Vice President, Purchasing

Steven J. Taylor
Vice President, Sales - Food Service

Thomas Weber
Vice President, Operations

MIA PRODUCTS
T.J. Couzens
Vice President/General Manager

THE ICEE COMPANY

Dan Fachner
President

Kent Galloway
Vice President and
Chief Financial Officer

Joe Boulanger
Vice President/General
Manager Western Zone

Lou Fiorentino
Vice President/General Manager
Eastern Zone

Rick Naylor
Vice President/General Manager
Central Zone

Rod Sexton Vice
President of Service Operations

Susan Woods
Vice President, Marketing

ICEE DE MEXICO, S.A. DE C.V.
Andres Gonzalez
Vice President

PRETZELS, INC.
Gary Powell President

(1) Audit Committee Member.
(2) Compensation Committee Member.

Quarterly Common Stock Data

	Market Price	
Fiscal 2003	High	Low
1st Quarter	$40.25	$30.27
2nd Quarter	37.85	25.31
3rd Quarter	34.00	28.65
4th Quarter	37.67	29.33
Fiscal 2002	High	Low
1st Quarter	$26.25	$18.10
2nd Quarter	40.40	23.22
3rd Quarter	45.15	32.42
4th Quarter	44.97	34.85

Stock Listing
The common stock of J&J Snack Foods Corp. is traded on the NASDAQ National Market System with the symbol JJSF.

Transfer Agent and Registrar American Stock Transfer & Trust Company New York, NY

Independent Accountants
Grant Thornton LLP Philadelphia, PA

Counsel
Blank Rome LLP
Cherry Hill, NJ

Annual Meeting
The Annual Meeting of Shareholders is scheduled for Thursday, February 5, 2004 at 10:00 a.m. at the Hilton at Cherry Hill, 2349 W. Marlton Pike, Cherry Hill, NJ.

Form 10 - K
Copies of the Company's Annual Report to the Securities and Exchange Commission on Form 10-K may be obtained without charge by writing to:
J&J Snack Foods Corp.
6000 Central Highway
Pennsauken, NJ 08109
Attention: Dennis G. Moore

or by accessing our website, www.jjsnack.com, on which our SEC filings are made available on the same day as filed or by going to the SEC's Public Reference Room to read and copy filings or by accessing the SEC's website, www.sec.gov.

website
www.jjsnack.com

There's only one conclusion:
Snack foods and beverages from J&J are simply sense-ational!

Yum-m-m.

J&J Snack Foods
6000 Central Highway
Pennsauken, NJ 08109
(856) 665-9533
www.jjsnack.com

EXHIBIT 14.0 - CODE OF ETHICS

J&J SNACK FOODS CORP.
(THE ''CORPORATION'')

CODE OF ETHICS FOR PRINCIPAL EXECUTIVE OFFICER, PRINCIPAL FINANCIAL OFFICER, PRINCIPAL ACCOUNTING OFFICER OR CONTROLLER, OR PERSONS PERFORMING SIMILAR FUNCTIONS AND OTHER DESIGNATED OFFICERS AND EMPLOYEES

I. Covered Officers/Purpose of the Code

This code of ethics (this ''Code'') for the Corporation applies to principal executive officer, principal financial officer, principal accounting officer or controller, or persons performing similar functions or other designated officers and employees of the Corporation and its subsidiaries (collectively, the ''Covered Officers'' each of whom is set forth in Exhibit A) for the purpose of promoting:

- honest and ethical conduct, including the ethical handling of actual or apparent conflicts of interest between personal and professional relationships;

- full, fair, accurate, timely and understandable disclosure in reports and documents that a registrant files with, or submits to, the Securities and Exchange Commission (''SEC'') and in other public communications made by the Corporation;

- compliance with applicable laws and governmental rules and regulations;

- the prompt internal reporting of violations of the Code to an appropriate person or persons identified in the Code; and

- accountability for adherence to the Code.

Each Covered Officer should adhere to a high standard of business ethics and should be sensitive to situations that may give rise to actual as well as apparent conflicts of interest.

II. Covered Officers Should Handle Ethically Actual and Apparent Conflicts of Interest

Overview. A ''conflict of interest'' occurs when a Covered Officer's private interest interferes with the interests of, or his service to, the Corporation. For example, a conflict of interest would arise if a Covered Officer or a member of his family, receives improper personal benefits as a result of his position in the Corporation.

The following list provides examples of conflicts of interest under the Code, but Covered Officers should keep in mind that these examples are not exhaustive. The overarching principle is that the personal interest of a Covered Officer should not be placed improperly before the interest of the Corporation.

* * * *

Each Covered Officer must:

- not use his personal influence or personal relationships improperly to influence investment decisions or financial reporting by the Corporation whereby the Covered Officer would benefit personally to the detriment of the Corporation;

- not cause the Corporation to take action, or fail to take action, for the individual personal benefit of the Covered Officer rather than for the benefit of the Corporation; and

- not use material non-public knowledge of portfolio transactions made or contemplated for the Corporation to trade personally or cause others to trade personally in contemplation of the market effect of such transactions.

There are some conflict of interest situations that should be discussed with the Corporation's Chairman of the Audit Committee (the ''Chairman''). Examples of these include: (1)

(1) Any activity or relationship that would present a conflict for a Covered Officer would likely also present a conflict for the Covered Officer if a member of the Covered Officer's family engages in such an activity or has such a relationship.

- service as director on the board of any public or private company;

- the receipt of any non-nominal gifts from any person or company with which the Corporation has current or

- prospective business dealings. For purposes of this Code, ''non-nominal'' are those gifts in excess of the current National Association of Securities Dealers limit of $100;

- the receipt of any entertainment from any company with which the Corporation has current or prospective business dealings, unless such entertainment is business-related, reasonable in cost, appropriate as to time and place, and not so frequent as to raise any question of impropriety;

- a direct or indirect financial interest in commissions, transaction charges or spreads paid by the Corporation for effecting portfolio transactions or for selling or repurchasing shares other than an interest arising from the Covered Officer's employment, such as compensation or equity ownership.

III. Disclosure & Compliance

- each Covered Officer should be familiar with the disclosure requirements generally applicable to the Corporation;

- each Covered Officer should not knowingly misrepresent, or cause others to misrepresent, facts about the Corporation to others, whether within or outside the Corporation, including to the Corporation's directors and auditors, and to governmental regulators and self-regulatory organizations;

- each Covered Officer should, to the extent appropriate within his area of responsibility, consult with other officers and employees of the Corporation and the Corporation's adviser or subadviser with the goal of promoting full, fair, accurate, timely and understandable disclosure in the reports and documents the Corporation files with, or submits to, the SEC and in other public communications made by the Corporation; and

- it is the responsibility of each Covered Officer to promote compliance with the standards and restrictions imposed by applicable laws, rules and regulations.

IV. Reporting and Accountability

Each Covered Officer must:

- upon adoption of the Code (or thereafter as applicable, upon becoming a Covered Officer), affirm in writing to the Board that he has received, read, and understands the Code;

- annually thereafter affirm to the Board that he has complied with the requirements of the Code;

- not retaliate against any employee or Covered Officer or their affiliated persons for reports of potential violations that are made in good faith;

- notify the Chairman promptly if he knows of any violation of this Code. Failure to do so is itself a violation of this Code, and

- report at least annually any change in his affiliations from the prior year.

The Chairman is responsible for applying this Code to specific situations in which questions are presented under it and has the authority to interpret this Code in any particular situation. However, notwithstanding the foregoing, the Audit Committee (the ''Committee'') is responsible for granting waivers and determining sanctions, as appropriate, and any approvals, interpretations or waivers sought by a Covered Officer will be considered by the Committee.

The Corporation will follow these procedures in investigating and enforcing this Code:

- the Chairman will take any action he considers appropriate to investigate any actual or potential violations reported to him;

- if, after such investigation, the Chairman believes that no violation has occurred, the Chairman shall meet with the person reporting the

violation for the purposes of informing such person of the reason for not taking action;

- any matter that the Chairman believes is a violation will be reported to the Committee;

- if the Committee concurs that a violation has occurred, it will inform and make a recommendation to the Board, which will consider appropriate action, which may include review of, and appropriate modifications to, applicable policies and procedures; or dismissal of the Covered Officer as an officer or employee of the Corporation;

- the Committee will be responsible for granting waivers, as appropriate; and

- any changes to or waivers of this Code will, to the extent required, be disclosed as provided by SEC rules.

The Committee, in determining whether waivers should be granted and whether violations have occurred, and the Chairman, in rendering decisions and interpretations and in conducting investigations of potential violations under the Code, may, at their discretion, consult with such other persons as they may determine to be appropriate, including, but not limited to, counsel to the Corporation, independent auditors or other consultants, subject to any requirement to seek pre-approval from the Corporation's Committee for the retention of independent auditors to perform permissible non-audit services.

V. Waivers

A Covered Officer may request a waiver of any of the provisions of this Code by submitting a written request for such waiver to the Committee setting forth the basis for such request and explaining how the waiver would be consistent with the standards of conduct described herein. The Committee shall review such request and make a determination thereon in writing, which shall be binding.

In determining whether to waive any provisions of this Code, the Committee shall consider whether the proposed waiver is consistent with honest and ethical conduct. The Chairman shall submit an annual report to the Board regarding waivers granted.

VI. Other Policies and Procedures

This Code shall be the sole code of ethics adopted by the Corporation for purposes of Section 406 of the Sarbanes-Oxley Act and the rules and forms applicable to it thereunder.

VII. Amendments

Any amendments to this code, other than amendments to Exhibit A, must be approved or ratified by a majority vote of the Corporation's board, including a majority of independent directors.

VIII. Confidentiality

All reports and records prepared or maintained pursuant to this Code will he considered confidential and shall be maintained and protected accordingly. Except as otherwise required by law or this Code, such matters shall not be disclosed to anyone other than the Board and its counsel, or independent auditors or other consultants referred to in Section IV above.

IX. Internal Use

The Code is intended solely for the internal use by the Corporation and does not constitute an admission by or on behalf of any person, as to any fact, circumstance, or legal conclusion.

Date: December 1, 2003

Exhibit A
(as December 1, 2003)

Principal Executive Officer: Gerald Shreiber

Principal Accounting Officer or person performing similar functions: Dennis G. Moore

Other Designated Officers and Employees:

Tom Weber	Al Weber
Jack Manderbaugh	Tony Wilburn
Frank Shreiber	Cory Couch
Reggie Santos	Russ Wylie
Bob Long	Phil Heffelfinger
Chuck Chivis	Tom Conley
Rich Bezila	Tom Hunter
Wayne Childs	Ed Townsend
Ray Lucier	Tom Hunter
Ernest Fogle	Helene Merrion
Frank Coy	Henry Anderson
John Dubas	Patricia Ford
John Lewandoski	Deborah Fritchman
Scott Ambruster	Paul Tames
Eric Bliss	Andy Levin
Gerard Law	Alan Murphy
Leong Chai Tan	Jerry Lockridge
Alma Bickham	Sergio Leal
Leroy Lovier	Marco Poblano
Dan Fachner	Kent Galloway
Rod Sexton	Joe Boulanger
Rick Naylor	Frank Fiorentino
Mark Winterhalter	Susan Woods
David Lauder	Debra McKeon
Debra Todd	Kathleen Moeller
Roy McKenzie	Jane Sommers
Gary Powell	Brenda Whitman
Jeff Radanof	John Paul
Paul Hirschman	Harry Fronjian
Harry McLaughlin	Thomas Couzens

EXHIBIT 22.1 - SUBSIDIARIES OF J & J SNACK FOODS CORP.

	Place of Incorporation
J & J Snack Foods Investment Corp.	Delaware
The ICEE Company	Delaware
J & J Snack Foods Corp. of California	California
J & J Snack Foods Corp./Midwest	Illinois
J & J Snack Foods Corp./Mia	Pennsylvania
J & J Snack Foods Corp. of Pennsylvania	Pennsylvania
J & J Snack Foods Sales Corp.	New Jersey
J & J Snack Foods Sales Corp. of Texas	Texas
J & J Snack Foods Transport Corp.	New Jersey
ICEE-Canada, Inc.	Canada
ICEE de Mexico, S.A. De C.V.	Mexico
J & J Restaurant Group, LLC	
Bakers Best Snack Food Corp.	Pennsylvania
Pretzels, Inc.	Texas
Federal PBC Company	Pennsylvania

EXHIBIT 24.1

CONSENT OF INDEPENDENT CERTIFIED PUBLIC ACCOUNTANTS

We have issued our report dated November 5, 2003 accompanying the consolidated financial statements and schedule incorporated by reference or included in the Annual Report of J & J Snack Foods Corp. and Subsidiaries on Form 10-K for the year ended September 27, 2003. We hereby consent to the incorporation by reference of said reports in the Registration Statement of J & J Snack Foods Corp. and Subsidiaries on Forms S-8 (File No. 333-94795, effective January 18, 2000, File No. 333-03833, effective May 16, 1996, File No. 33-87532, effective December 16, 1994 and File No. 33-50036, effective July 24, 1992).

/s/ GRANT THORNTON LLP

Philadelphia, Pennsylvania
December 18, 2003

Exhibit 31.1

CERTIFICATION PURSUANT TO
SECTION 302
OF THE SARBANES-OXLEY ACT OF 2002

I, Dennis G. Moore, certify that:

1. I have reviewed this report on Form 10-K of J & J Snack Foods Corp.;

2. Based on my knowledge, this report does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with respect to the period covered by this report;

3. Based on my knowledge, the financial statements, and other financial information included in this report, fairly present in all material respects the financial condition, results of operations and cash flows of the registrant as of, and for, the periods presented in this report;

4. The registrant's other certifying officers and I are responsible for establishing and maintaining disclosure controls and procedures (as defined in Exchange Act Rules 13a-15(e) and 15d-15(e)) and internal controls and procedures for financial reporting (as defined in Exchange Act Rules 13a-15(f) and 15d-15(f)) for the registrant and have:

a) designed such disclosure controls and procedures, or caused such disclosure controls and procedures to be designed under our supervision, to ensure that material information relating to the Registrant, including its consolidated subsidiaries, is made known to us by others within those entities, particularly during the period in which this report is being prepared;

b) designed such internal controls and procedures for financial reporting, or caused such internal controls over financial reporting to be designed under our supervision, to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with generally accepted accounting principles;

c) evaluated the effectiveness of the registrant's disclosure controls and procedures and presented in this report our conclusions about the effectiveness of the disclosure controls and procedures, as of the end of the period covered by this report based on such evaluation; and

d) disclosed in this report any change in the registrant's internal control over financial reporting that occurred during the registrant's fourth fiscal quarter that has materially affected, or is reasonably likely to materially affect, the registrant's internal control over financial reporting; and

5. The registrant's other certifying officers and I have disclosed, based on our most recent evaluation of internal control over financial reporting, to the registrant's auditors and the audit committee of registrant's board of directors (or persons performing the equivalent functions):

a) all significant deficiencies and material weaknesses in the design or operation of internal control over financial reporting which are reasonably likely to adversely affect the registrant's ability to record, process, summarize and report financial information; and

b) any fraud, whether or not material, that involves management or other employees who have a significant role in the registrant's internal controls over financial reporting.

Date: September 9, 2004

/s/ Dennis G. Moore
Dennis G. Moore
Chief Financial Officer

Exhibit 31.2

CERTIFICATION PURSUANT TO
SECTION 302
OF THE SARBANES-OXLEY ACT OF 2002

I, Gerald B. Shreiber, certify that:

1. I have reviewed this report on Form 10-K of J & J Snack Foods Corp.;

2. Based on my knowledge, this report does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with respect to the period covered by this report;

3. Based on my knowledge, the financial statements, and other financial information included in this report, fairly present in all material respects the financial condition, results of operations and cash flows of the registrant as of, and for, the periods presented in this report;

4. The registrant's other certifying officers and I are responsible for establishing and maintaining disclosure controls and procedures (as defined in Exchange Act Rules 13a-15(e) and 15d-15(e)) and internal controls and procedures for financial reporting (as defined in Exchange Act Rules 13a-15(f) and 15d-15(f)) for the registrant and have:

a) designed such disclosure controls and procedures, or caused such disclosure controls and procedures to be designed under our supervision, to ensure that material information relating to the Registrant, including its consolidated subsidiaries, is made known to us by others within those entities, particularly during the period in which this report is being prepared;

b) designed such internal controls and procedures for financial reporting, or caused such internal controls over financial reporting to be designed under our supervision, to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with generally accepted accounting principles;

c) evaluated the effectiveness of the registrant's disclosure controls and procedures and presented in this report our conclusions about the effectiveness of the disclosure controls and procedures, as of the end of the period covered by this report based on such evaluation; and

d) disclosed in this report any change in the registrant's internal control over financial reporting that occurred during the registrant's fourth fiscal quarter that has materially affected, or is reasonably likely to materially affect, the registrant's internal control over financial reporting; and

5. The registrant's other certifying officers and I have disclosed, based on our most recent evaluation of internal control over financial reporting, to the registrant's auditors and the audit committee of registrant's board of directors (or persons performing the equivalent functions):

a) all significant deficiencies and material weaknesses in the design or operation of internal control over financial reporting which are reasonably likely to adversely affect the registrant's ability to record, process, summarize and report financial information; and

b) any fraud, whether or not material, that involves management or other employees who have a significant role in the registrant's internal controls over financial reporting.

Date: September 9, 2004

/s/ Gerald B. Shreiber
Gerald B. Shreiber
Chief Executive Officer

Exhibit 99.5

CERTIFICATION PURSUANT TO
18 U.S.C. SECTION 1350,
AS ADOPTED PURSUANT TO
SECTION 906 OF THE SARBANES-OXLEY ACT OF 2002

Pursuant to Section 906 of the Sarbanes-Oxley Act of 2002 (Section 1350 of Chapter 63 of Title 18 of the United States Code), each of the undersigned officers of J & J Snack Foods Corp. (the ''Company''), does hereby certify with respect to the Annual Report of the Company on Form 10-K for the year ended September 27, 2003 (the ''Report'') that:

(1) The Report fully complies with the requirements of Section 13(a) or 15(d) of the Securities Exchange Act of 1934; and

(2) The information contained in the Report fairly presents, in all material respects, the financial condition and results of operations of the Company.

Dated: September 9, 2004

/s/ Dennis G. Moore
Dennis G. Moore
Chief Financial Officer

Dated: September 9, 2004

/s/ Gerald B. Shreiber
Gerald B. Shreiber
Chief Executive Officer

The foregoing certification is being furnished solely pursuant to Section 906 of the Sarbanes-Oxley Act of 2002 (Section 1350 of Chapter 63 of Title 18 of the United States Code) and is not being filed as part of the Report or as a separate disclosure document.