

SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K
CURRENT REPORT

Pursuant to Section 13 or 15(d) of the
Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): April 20, 2004

J & J SNACK FOODS CORP.

(Exact name of registrant as specified in its charter)

New Jersey	0-14616	22-1935537
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(State or Other Jurisdiction of Organization)	(Commission File Number)	(I.R.S. Employer Identification No.)

6000 Central Highway, Pennsauken, NJ 08109

(Address of principal executive offices) (Zip Code)

Registrant's telephone number, including area code: (856) 665-9533

N/A

(Former name or former address, if changed since last report)

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ITEM 5. OTHER EVENTS AND REGULATION FD DISCLOSURE

On April 20, 2004, J & J Snack Foods Corp. issued a press release regarding sales and earnings for the second quarter and six months ended March 27, 2004.

ITEM 7. FINANCIAL STATEMENTS AND EXHIBITS.

(c) Exhibits

Exhibit Number	Description of Document
99.1	Press Release dated April 20, 2004

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SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

J & J SNACK FOODS CORP.

By: /s/ Gerald B. Shreiber

Gerald B. Shreiber
President

/s/ Dennis G. Moore

Dennis G. Moore
Chief Financial Officer

Date: April 20, 2004

EXHIBIT INDEX

Exhibit Number

Description

99.1 Press Release dated April 20, 2004

Profits Increase as J & J Snack Foods Corp. Announces Record Quarter

PENNSAUKEN, N.J.--(BUSINESS WIRE)--April 20, 2004--J & J Snack Foods Corp. (NASDAQ:JJSF) today announced record sales and earnings for its second quarter and six months ended March 27, 2004.

Sales for the second quarter increased 17% to \$95.2 million from \$81.4 million in last year's second quarter. Net earnings increased 11% to \$3.3 million from \$3.0 million last year. Earnings per diluted share were \$.36 for the March quarter compared to \$.33 last year. Operating income increased 11% to \$5.1 million this year from \$4.6 million in the year ago period.

For the six months ended March 27, 2004, sales increased 10% to \$175.2 million from \$158.7 million in last year's first half. Net earnings increased 23% to \$5.2 million in the six months from \$4.2 million last year. Earnings per diluted share were \$.57 for the six months compared to \$.46 last year. Operating income increased 23% to \$7.9 million from \$6.4 million in the year ago period.

The results of operations for the second quarter and six months ended March 27, 2004 include Country Home Bakers, Inc. which was acquired on January 5, 2004.

Gerald B. Shreiber, J & J's President and Chief Executive Officer, commented, "We are pleased with our financial performance for the quarter and six month period. Excluding our retail restaurant group, all of our businesses, including the recently acquired Country Home Bakers, contributed to our record setting quarter."

J & J Snack Foods Corp.'s principal products include SUPERPRETZEL, PRETZEL FILLERS and other soft pretzels, ICEE and ARCTIC BLAST frozen beverages, LUIGI'S, MAMA TISH'S, SHAPE UPS, MINUTE MAID(1) and BARQ'S(2)and CHILL frozen juice bars and ices, TIO PEPE'S churros, THE FUNNEL CAKE FACTORY funnel cakes, and MRS. GOODCOOKIE, CAMDEN CREEK, COUNTRY HOME and READI-BAKE cookies. J & J has manufacturing facilities in Pennsauken, Bridgeport and Bellmawr, New Jersey; Scranton and Hatfield, Pennsylvania; Carrollton, Texas, Atlanta, Georgia and Vernon (Los Angeles), California.

(1)MINUTE MAID is a registered trademark of The Coca-Cola Company.

(2)BARQ'S is a registered trademark of Barq's Inc.

Consolidated Statement of Operations

	Three Months Ended		Six Months Ended	
	March 27, 2004	March 29, 2003	March 27, 2004	March 29, 2003
	----- (in thousands) -----			
Net sales	\$95,214	\$81,408	\$175,159	\$158,652
Cost of goods sold	64,468	54,532	119,775	109,711
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Gross profit	30,746	26,876	55,384	48,941
Operating expenses	25,623	22,253	47,482	42,508
	=====	=====	=====	=====
Operating income	5,123	4,623	7,902	6,433
Other income	84	66	172	132
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Earnings before income taxes	5,207	4,689	8,074	6,565
Income taxes	1,865	1,688	2,907	2,363
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Net earnings	\$ 3,342	\$ 3,001	\$ 5,167	\$ 4,202
	=====	=====	=====	=====
Earnings per diluted share	\$.36	\$.33	\$.57	\$.46
Earnings per basic share	\$.38	\$.34	\$.58	\$.48
Weighted average number of diluted shares	9,170	9,069	9,105	9,152
Weighted average number of basic shares	8,877	8,737	8,834	8,734

Consolidated Balance Sheets

March 27, 2004 September 27, 2003

(in thousands)

Current assets	\$107,026	\$100,405
Property, plant & equipment, net	88,864	87,115
Goodwill, net	46,477	45,850
Other intangibles, net	2,656	1,231
Other assets	1,577	2,082
	-----	-----
Total	\$246,600	\$236,683
	=====	=====
Current liabilities	42,579	40,058
Deferred income taxes	13,374	13,374
Other long term obligations	598	687
Stockholders' equity	190,049	182,564
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Total	\$246,600	\$236,683
	=====	=====

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. Readers are cautioned not to place undue reliance on these forward-looking statements, which reflect management's analysis only as of the date hereof. The Company undertakes no obligation to publicly revise or update these forward-looking statements to reflect events or circumstances that arise after the date hereof.

CONTACT: J & J Snack Foods Corp.
Dennis Moore, CFO, 856-665-9533