

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): May 11, 2021

**J&J SNACK FOODS CORP.**

(Exact name of registrant as specified in its charter)

|   |                             |   |
|---|-----------------------------|---|
| New Jersey  | 000-14616                   | 22-1935537                              |
| (State or Other<br>Jurisdiction of<br>Organization) | (Commission<br>File Number) | (I.R.S. Employer<br>Identification No.) |

6000 Central Highway, Pennsauken, New Jersey 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)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2 (b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Securities registered pursuant to Section 12(b) of the Exchange Act:

| <u>Title of Each Class</u> | <u>Trading Symbol(s)</u> | <u>Name of Each Exchange on Which Registered</u> |
|----------------------------|--------------------------|--|
| Common Stock, no par value | JJSF                     | The NASDAQ Global Select Market                  |

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

**ITEM 5.02. DEPARTURE OF DIRECTORS OR CERTAIN OFFICERS; ELECTION OF DIRECTORS; APPOINTMENT OF CERTAIN OFFICERS; COMPENSATORY ARRANGEMENTS OF CERTAIN OFFICERS.**

On May 11, 2021 J & J Snack Foods Corp. (the “Company”) appointed Mr. Dan Fachner, the Company’s current President, as Chief Executive Officer and Mr. Gerald B. Shreiber, who previously held the role, will remain as Chairman of the Company’s Board of Directors. The Company issued a press release on May 14, 2021 attached hereto as Exhibit 99.1.

There is no family relationship between Mr. Fachner, 61, and any director or other executive officer of the Company or any person nominated or chosen by the Company to become a director or executive officer that would be reportable under Item 404(a) of Regulation S-K. There are no arrangements or understandings between Mr. Fachner and any other persons pursuant to which he was appointed as CEO of the Company. Mr. Fachner is not a party to any current or proposed transaction with the Company for which disclosure is required under Item 404(a) of Regulation S-K. There has been no material change to Mr. Fachner’s compensation arrangement as disclosed in the Company’s 2020 Proxy Statement.

**ITEM 9.01. FINANCIAL STATEMENTS AND EXHIBITS.**

(d) Exhibits

| Exhibit Number | Description of Document   |
|----------------|---|
| 99.1           | <a href="#">Press Release dated May 14, 2021</a>                            |
| 104            | Cover Page Interactive Data File (embedded within the Inline XBRL document) |

## 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/ Dan Fachner

Dan Fachner  
Chief Executive Officer and President

/s/ Ken A. Plunk

Ken A. Plunk  
Chief Financial Officer

Date: May 14, 2021

FOR IMMEDIATE RELEASE

Contact: Marjorie S. Roshkoff, Esquire  
 Vice President & General Counsel  
 (856) 532-6636



**J & J SNACK FOODS APPOINTS  
 DAN FACHNER CHIEF EXECUTIVE OFFICER**

***Company Founder Gerald B. Shreiber To Remain Chairman of the Board***

PENNSAUKEN, N.J., May 14, 2021 – J & J Snack Foods Corp. (NASDAQ: JJSF) today announced the appointment of Dan Fachner as Chief Executive Officer, effective May 11, 2021. Mr. Fachner currently serves as President, a role he assumed in May 2020 after a notable tenure with the company. Gerald “Gerry” B. Shreiber, will remain Chairman of the Board.

“Through the discipline, leadership and vision of Gerry Shreiber, J & J Snack Foods transformed from a small local soft pretzel bakery to the multifaceted billion-dollar public company it is today,” said Mr. Fachner. “Gerry’s imprint on our employees, customers, consumers and shareholders is indelible, and his story remains one of the most captivating and inspiring in American business. It is a great privilege to lead this remarkable company, which Gerry built brick by brick from its humble foundation.”

“As we approach the 50<sup>th</sup> Anniversary of J & J Snack Foods, I am tremendously grateful for the journey that this company has taken, which would have only been possible in this magnificent country,” said Mr. Shreiber. “As I reflect on our record growth and success throughout the years, I recognize that people are what propelled us forward -- and I thank everyone who has contributed to evolving J & J Snack Foods into a dominant industry leader whose brands and products are at the center of millions upon millions of moments of fun and togetherness. Dan’s leadership and loyalty has been at the core of the J & J Snack Foods story, and I know he will skillfully serve our organization and pursue its continued success.”

**About J&J Snack Foods Corp.**

J&J Snack Foods Corp. (NASDAQ: JJSF) is a leader and innovator in the snack food industry, providing innovative, niche and affordable branded snack foods and beverages to foodservice and retail supermarket outlets. Manufactured and distributed nationwide, its principal products include SUPERPRETZEL, the #1 soft pretzel brand in the world, as well as internationally known ICEE and SLUSH PUPPIE frozen beverages, LUIGI’S Real Italian Ice, MINUTE MAID\* frozen ices, WHOLE FRUIT sorbet and frozen fruit bars, SOUR PATCH KIDS\*\* Flavored Ice Pops, Tio Pepe’s & CALIFORNIA CHURROS, and THE FUNNEL CAKE FACTORY funnel cakes and several bakery brands. For more information, please visit <http://www.jjsnack.com>.

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

\*\*SOUR PATCH KIDS is a registered trademark of Mondelez International group, used under license.