

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): January 21, 2004  
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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  
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(Address of principal executive offices) (Zip Code)

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

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

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ITEM 5. OTHER EVENTS AND REGULATION FD DISCLOSURE

On January 21, 2004, J & J Snack Foods Corp. issued a press release regarding sales and earnings for the first quarter ended December 27, 2003.

ITEM 7. FINANCIAL STATEMENTS AND EXHIBITS.

(c) Exhibits

Exhibit Number	Description of Document
99.1	Press Release dated January 21, 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  
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Gerald B. Shreiber  
President

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

Date: January 21, 2004

EXHIBIT INDEX

Exhibit Number	Description
99.1	Press Release dated January 21, 2004

## J &amp; J Snack Foods Reports Record First Quarter Sales and Earnings

PENNSAUKEN, N.J.--(BUSINESS WIRE)--Jan. 21, 2004--J & J Snack Foods Corp. (NASDAQ:JJSF) today announced record sales and increased earnings for the first quarter ended December 27, 2003.

Sales increased 3% to \$79.9 million from \$77.2 million in last year's first quarter. Net earnings increased 52% to \$1.8 million in the current quarter from \$1.2 million last year. Earnings per diluted share were \$.20 for the first quarter compared to \$.13 last year. Operating income increased 54% to \$2.8 million in the current quarter from \$1.8 million in the year ago quarter.

Gerald B. Shreiber, J & J's President and Chief Executive Officer, commented, "Strong sales from our core pretzel and bakery products, including several newly developed line extensions, helped increase sales and earnings in both our food service and supermarket segments. The addition of Country Home Bakers at the beginning of our second quarter, a \$55 million producer of frozen bread, cookies and biscuit products, provides us with a unique opportunity to expand our business. We are focused on integrating this business quickly and efficiently and expect it to be accretive in 2004 and provide significant earnings gains going forward."

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 and CAMDEN CREEK cookies. J & J has manufacturing facilities in Pennsauken, Bridgeport and Bellmawr, New Jersey; Scranton and Hatfield, Pennsylvania; Carrollton, Texas 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

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Three Months Ended  
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	December 27, 2003 ----- (unaudited)	December 28, 2002 ----- (unaudited)
	(in thousands)	
Net sales	\$ 79,945	\$ 77,244
Cost of goods sold	55,307	55,179
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Gross profit	24,638	22,065
Operating expenses	21,859	20,255
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Operating income	2,779	1,810
Other income	88	66
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Earnings before income taxes	2,867	1,876
Income taxes	1,042	675
	-----	-----
Net earnings	\$ 1,825	\$ 1,201
	=====	=====
Earnings per diluted share	\$ .20	\$ .13
Earnings per basic share	\$ .21	\$ .14
Weighted average number of diluted shares	9,039	9,235
Weighted average number of basic shares	8,792	8,730

## Consolidated Balance Sheets

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December 27, 2003      September 27, 2003  
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(unaudited)  
(in thousands)

Current assets	\$ 98,996	\$100,405
Property, plant & equipment,		

net	84,614	87,115
Goodwill	46,529	45,850
Other intangibles, net	1,154	1,231
Other assets	2,185	2,082
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Total	\$233,478	\$236,683
	=====	=====

Current liabilities	\$ 34,758	\$ 40,058
Deferred income taxes	13,374	13,374
Other long term obligations	644	687
Stockholders' equity	184,702	182,564
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Total	\$233,478	\$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 G. Moore, 856-665-9533