

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 22, 2010

**J & J SNACK FOODS CORP.**

(Exact name of registrant as specified in its charter)

New Jersey	0-14616	22-1935537
(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)

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))

## **ITEM 2.02. RESULTS OF OPERATIONS AND FINANCIAL CONDITIONS**

On April 22, 2010, J & J Snack Foods Corp. issued a press release regarding its earnings for the second quarter of fiscal 2010.

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

### (c) Exhibits

Exhibit Number	Description of Document
99.1	Press Release dated April 22, 2010

## 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 22, 2010

## EXHIBIT INDEX

Exhibit Number	Description
99.1	Press Release dated April 22, 2010

**J & J Snack Foods Reports Second Quarter Sales and Earnings**

PENNSAUKEN, N.J.--(BUSINESS WIRE)--April 22, 2010--J & J Snack Foods Corp. (NASDAQ:JJSF) today announced record sales and increased earnings for its second quarter and six months ended March 27, 2010.

Sales increased 5% to \$157.4 million from \$149.4 million in last year's second quarter. Net earnings increased 24% to \$9.0 million from \$7.2 million last year. Earnings per diluted share were \$.48 for the March quarter compared to \$.39 last year. Operating income increased 25% to \$14.9 million this year from \$11.9 million in the year ago period.

For the six months ended March 27, 2010, sales increased 5% to \$ 306.5 million from \$290.5 million in last year's first half. Net earnings increased 39% to \$16.1 million in the six months from \$11.6 million last year. Earnings per diluted share were \$.86 for the six months compared to \$.62 last year. Operating income increased 41% to \$26.3 million from \$18.7 million in the year ago period.

Gerald B. Shreiber, J & J's President and Chief Executive Officer, commented, "Strong performances by our food service and retail supermarket groups contributed to our record quarter. Our management team continues to strengthen and our innovation efforts are being increased. Despite the current challenges in the economy, we are optimistic for the future."

J & J Snack Foods Corp.'s principal products include SUPERPRETZEL, PRETZEL FILLERS and other soft pretzels, ICEE, SLUSH PUPPIE and ARCTIC BLAST frozen beverages, LUIGI'S, MAMA TISH'S, SHAPE UPS, MINUTE MAID\* and BARQ'S\*\* frozen juice bars and ices, WHOLE FRUIT sorbet, FRUIT-A-FREEZE frozen fruit bars, MARY B'S biscuits and dumplings, DADDY RAY'S fig and fruit bars, 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, Hatfield and Chambersburg, Pennsylvania; Carrollton, Texas; Atlanta, Georgia; Moscow Mills, Missouri; Pensacola, Florida and Vernon and Newport, California.

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

\*\*BARQ'S is a registered trademark of Barq's Inc.

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Consolidated Statement of Operations

	<u>Three Months Ended</u>		<u>Six Months Ended</u>	
	<u>March 27,</u> <u>2010</u>	<u>March 28,</u> <u>2009</u>	<u>March 27,</u> <u>2010</u>	<u>March 28,</u> <u>2009</u>
	(in thousands)			
Net sales	\$ 157,361	\$ 149,352	\$ 306,463	\$ 290,494
Cost of goods sold	107,564	103,975	210,647	204,435
Gross profit	49,797	45,377	95,816	86,059
Operating expenses	34,977	33,497	69,505	67,348
Operating income	14,820	11,880	26,311	18,711
Other income	198	270	481	702
Earnings before income taxes	15,018	12,150	26,792	19,413
Income taxes	6,018	4,906	10,701	7,850
Net earnings	<u>\$ 9,000</u>	<u>\$ 7,244</u>	<u>\$ 16,091</u>	<u>\$ 11,563</u>
Earnings per diluted share	\$ .48	\$ .39	\$ .86	\$ .62
Earnings per basic share	\$ .49	\$ .39	\$ .87	\$ .62
Weighted average number of diluted shares	18,666	18,618	18,691	18,696
Weighted average number of basic shares	18,477	18,425	18,510	18,520

