

SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

FORM 11-K

ANNUAL REPORT PURSUANT TO SECTION 15(d) OF THE  
SECURITIES EXCHANGE ACT OF 1934

For the Fiscal Year ended December 31, 2003

OR

TRANSITION REPORT PURSUANT TO SECTION 15(d) OF  
THE SECURITIES EXCHANGE ACT OF 1934

For the transition period from \_\_\_\_\_ to \_\_\_\_\_

Commission file number 0-14616

A. Full title of the plan and the address of the plan, if  
different from that of the issuer named below:

J & J Snack Foods Corp. 401(k) Profit Sharing Plan

B. Name of issuer of the securities held pursuant to the  
plan and the address of its principal executive office:

J & J Snack Foods Corp.  
6000 Central Highway  
Pennsauken, NJ 08109

EXHIBIT 24.1

CONSENT OF INDEPENDENT REGISTERED PUBLIC ACCOUNTING FIRM

We have issued our report dated May 28, 2004 accompanying the financial statements and schedule incorporated by reference or included in the Annual Report of J & J Snack Foods Corp. 401(k) Profit-Sharing Plan on Form 11-K for the year ended December 31, 2003. We hereby consent to the incorporation by reference of said report in the Registration Statement of J & J Snack Foods Corp. on Form S-8 (File No. 333-94795, effective January 18, 2000, File No. 333-03833, effective May 16, 1996, File No. 033-87532, effective December 16, 1994, File No. 033-50036, effective July 24, 1992 and File No. 033-11353, effective January 15, 1987).

/s/ GRANT THORNTON LLP

Philadelphia, Pennsylvania  
May 28, 2004

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the trustees (or other persons who administer the employee benefit plan) have duly caused this annual report to be signed on its behalf by the undersigned hereunto duly authorized.

J & J Snack Foods Corp.  
401(k) Profit Sharing Plan

Date: 6/08/04

/s/ Dennis G. Moore

Dennis G. Moore  
Plan Administrator