Innovative Solution Session

New Products & Menu Ideations
WHO WE ARE

-established in 1971

Over one billion in revenue

Over 48 years of straight sales growth

Over 30 acquisitions

Member for over 40 years

- 4,500+ employees
- 30+ brands
- 7 times on Forbes’ best small company list
- 16 production locations

Member since 1997
1- Weston, OR
Enrobed sandwiches, empanadas, handheld pies, churros, soft pretzels

2- Colton, CA
Traditional churros, filled churros

3- Vernon, CA
Soft pretzels, churros, pre-baked cookies, sandwich cremes, crumb, fig & fruit bars, frozen cookie dough

4- Carrollton, TX (USDA)
Bavarian soft pretzels, pretzel dogs

5- Rock Island, IL
Thaw n’ serve bakery (cakes & pies, cookies, muffins)

6- Moscow Mills, MO
Fig & fruit bars, breakfast bars, crumb, crackers, pre-baked cookies

7- Nashville, TN
ICEE – Frozen Beverages HQ

8- Hatfield, PA
Soft pretzels

9- Scranton, PA
Frozen novelties (tubes, cups, m-paks)

10- Brooklyn, NY
Soft pretzels

11- Pennsauken, NJ
Soft pretzels, filled soft pretzels, churros, funnel cakes

12- Bellmawr, NJ
Soft pretzels, Bavarian soft pretzel bread & rolls

13- Bridgeport, NJ
Uptown Bakery product

14- Holly Ridge, NC (USDA)
Enrobed sandwiches, handheld & layered pies

15- Atlanta, GA
Frozen cookie dough, bread & biscuit dough, cinnamon roll dough

16- Tampa, FL
Dumplings, sticks, cups, tubes
Our Team & Territories

Mimi Ford
Vice President of Non-Commercial Business
mford@jjsnack.com

Mary Jo Corey
Market Manager – West
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Ed Sautro
Market Manager – Southeast
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Silvia Ortiz
Non-Comm Sales Administrative Manager
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Karen Cundiff
National Bid Administrative Manager
kcundiff@jjsnack.com
Commodity Processing and JJSF

➢ Multi-State Processor for over 20 years
  ▪ National Processing Agreement since 2005

➢ Process FLOUR – NEW SY22 One Flour Option
  ▪ 100420 - FLOUR BAKER HEART UNBLCH – BULK

➢ State Contract Participation
  ▪ Contracts in place for TX, FL, WI, MI, CT, MD, PA, VA, IL, CA, NJ, VA, GA, CO, OR, NC, OH, IN, KY, NE, OK, NY, SC, UT & AZ

➢ Value Pass Thru Methods Offered
  ▪ Primarily offering is NOI (Net Off Invoice), utilize K-12 Services
  ▪ Limited - Rebates
  ▪ Very Limited- Fee for Service / CHB in TX only

0.218 Cents ➞ Saving $2.02
Supply Chain
Challenges of Manufactures

Labor, Labor, Labor

Paused Items:

<table>
<thead>
<tr>
<th>#7051</th>
<th>Soft Pretzel Roll (Sliced)</th>
</tr>
</thead>
<tbody>
<tr>
<td>#7054</td>
<td>Soft Pretzel Bun (Sliced)</td>
</tr>
<tr>
<td>#9545</td>
<td>Soft Pretzel Stick</td>
</tr>
<tr>
<td>#9549</td>
<td>Soft Pretzel Dinner Roll</td>
</tr>
<tr>
<td>#9552</td>
<td>Soft Pretzel Bun (BULK)</td>
</tr>
<tr>
<td>#9553</td>
<td>Soft Pretzel Nuggets</td>
</tr>
<tr>
<td>#9554</td>
<td>Soft Pretzel Twist</td>
</tr>
<tr>
<td>#9555</td>
<td>Soft Pretzel Twist I/W</td>
</tr>
</tbody>
</table>
Challenges of Manufactures

Unexpected

Issue: White Chocolate Chips

Item #40405 – Apple Blueberry Chip BeneFIT Bar

Item #40409 & #40458 – Chocolate Cream Chip BeneFIT Bar
What’s New!
2021-2022
Back to School Promotion
August 2nd – November 26th, 2021

SCAN HERE for Literature Sheet

Cross Category Promotion
COMING SOON!
February – May 2022
SUPERPRETZEL® Whole Grain Literature Sheet

Whole Grain

OUR SOFT, WARM AND DELICIOUS
51% WHOLE GRAIN PRETZELS
HAVE INCREASED FIBER AND WHOLE GRAIN GOODNESS.

PRODUCT BENEFITS
- Provides various grains/breads for the Child Nutrition Program
- Many different sizes & styles with individually wrapped and bulk packed varieties
- Delivers up to 4g fiber per pretzel, depending on size
- Simply heat and serve

PRODUCT INFORMATION

<table>
<thead>
<tr>
<th>ITEM CODE</th>
<th>DESCRIPTION</th>
<th>SIZE</th>
<th>COUNT</th>
<th>GRAINS</th>
</tr>
</thead>
<tbody>
<tr>
<td>30110</td>
<td>SUPERPRETZEL® 51% Whole Grain Regular Size Baked Pretzels</td>
<td>2.2 oz</td>
<td>100</td>
<td>2</td>
</tr>
<tr>
<td>30114</td>
<td>SUPERPRETZEL® 51% Whole Grain King Size Baked Pretzels</td>
<td>2.5 oz</td>
<td>50</td>
<td>2.5</td>
</tr>
<tr>
<td>30410</td>
<td>SUPERPRETZEL® 51% Whole Grain Regular Size Baked Pretzels (I/W)</td>
<td>2.2 oz</td>
<td>100</td>
<td>2</td>
</tr>
<tr>
<td>30120</td>
<td>SUPERPRETZEL® 51% Whole Grain Regular Size Baked Pretzels (Sleeve Pack 10/12’s)</td>
<td>2.2 oz</td>
<td>120</td>
<td>2</td>
</tr>
<tr>
<td>30113</td>
<td>SUPERPRETZEL® 51% Whole Grain Mini Baked Pretzels</td>
<td>1 oz</td>
<td>200</td>
<td>1</td>
</tr>
<tr>
<td>30131</td>
<td>SUPERPRETZEL® 51% Whole Grain Mini Baked Pretzels (I/W)</td>
<td>1 oz</td>
<td>200</td>
<td>1</td>
</tr>
<tr>
<td>31012</td>
<td>SUPERPRETZEL® 51% Whole Grain Soft Pretzel Rods</td>
<td>1 oz</td>
<td>180</td>
<td>1</td>
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<tr>
<td>30185</td>
<td>SUPERPRETZEL® 51% Whole Grain Soft Pretzel Nuggets</td>
<td>0.5 oz</td>
<td>330</td>
<td>1/2</td>
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<tr>
<td>31190</td>
<td>SUPERPRETZEL® 51% Whole Grain Junior Cheese (I/W)</td>
<td>3.3 oz</td>
<td>50</td>
<td>2.75</td>
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<tr>
<td>32155</td>
<td>SUPERPRETZEL® 51% Whole Grain Philadelphia-Style Soft Pretzel®</td>
<td>3 oz</td>
<td>75</td>
<td>3</td>
</tr>
<tr>
<td>30115</td>
<td>NEW! SUPERPRETZEL® 51% Whole Grain Soft Pretzel Sticks</td>
<td>0.33 oz</td>
<td>381</td>
<td>2</td>
</tr>
</tbody>
</table>
SUPERPRETZEL® Whole Grain Soft Pretzel Sticks

- 30115 - SUPERPRETZEL® 51% Whole Grain Soft Pretzel Fries – 0.33 oz. / 381 ct.
  - 3 sticks = 1 grain
  - 6 sticks = 2 grain

Product Benefits
- Provides various bread components
- Meets whole grain rich criteria
- Kid friendly
- Fun dipping concepts!
Crunch & Crave™ Crackers

Item #2049194 – 1oz. / 160ct.

Nutrition Facts

<table>
<thead>
<tr>
<th>1 serving per container</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Serving size</td>
<td>1 package (28g)</td>
</tr>
<tr>
<td>Calories</td>
<td>90</td>
</tr>
<tr>
<td>% Daily Value*</td>
<td></td>
</tr>
<tr>
<td>Total Fat</td>
<td>2.5g</td>
</tr>
<tr>
<td>Saturated Fat</td>
<td>0g</td>
</tr>
<tr>
<td>Trans Fat</td>
<td>0g</td>
</tr>
<tr>
<td>Cholesterol</td>
<td>0mg</td>
</tr>
<tr>
<td>Sodium</td>
<td>2340mg</td>
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<tr>
<td>Total Carbohydrate</td>
<td>15g</td>
</tr>
<tr>
<td>Dietary Fiber</td>
<td>2g</td>
</tr>
<tr>
<td>Total Sugars</td>
<td>3g</td>
</tr>
<tr>
<td>Includes 3g Added Sugars</td>
<td></td>
</tr>
</tbody>
</table>

Protein 2g

Vitamin D 0mcg | 0%
Calcium 40mg  | 4%
Iron 0.7mg    | 4%
Potassium 60mg | 2%

*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Product Benefits

- No artificial colors or flavors
- Manufactured in a “peanut free” facility
- Good source of fiber
- Vegan
- Smart Snack approved
- Kosher – OUD
- 1 grain crediting

Shelf Life

- Ambient – 8 months

*Menu and Smart Snack compliant
READI-BAKE® BeneFIT® Bar POS

**Readi-Bake® BeneFIT® Bars**

Give kids all the benefits of great-tasting 51% Whole Grain

READI-BAKE® BENEFIT® BARS.

MEETS WHOLE GRAIN RICH CRITERIA • 1-2 GRAIN SERVINGS • GREAT SOURCE OF FIBER

EXACT PORTION COUNT • THAW & SERVE • PERFECT GRAB-NGO OPTION

<table>
<thead>
<tr>
<th>PRODUCT CODE</th>
<th>PRODUCT DESCRIPTION/FLAVOR</th>
<th>SIZE</th>
<th>COUNT</th>
<th>GRAINS</th>
</tr>
</thead>
<tbody>
<tr>
<td>40400</td>
<td>Oatmeal Raisin</td>
<td>2.5</td>
<td>48</td>
<td>2</td>
</tr>
<tr>
<td>40401</td>
<td>Oatmeal Chocolate Chip</td>
<td>2.5</td>
<td>48</td>
<td>2</td>
</tr>
<tr>
<td>40402</td>
<td>Banana Chocolate Chunk</td>
<td>2.5</td>
<td>48</td>
<td>2</td>
</tr>
<tr>
<td>40403</td>
<td>Apple Cinnamon</td>
<td>2.5</td>
<td>48</td>
<td>2</td>
</tr>
<tr>
<td>40404</td>
<td>French Toast</td>
<td>2.5</td>
<td>48</td>
<td>2</td>
</tr>
<tr>
<td>40405</td>
<td>Apple Blueberry Chip</td>
<td>2.5</td>
<td>48</td>
<td>2</td>
</tr>
<tr>
<td>40406</td>
<td>Cocoa Chip</td>
<td>2.5</td>
<td>48</td>
<td>2</td>
</tr>
<tr>
<td>40407</td>
<td>Maple Brown Sugar</td>
<td>2.5</td>
<td>48</td>
<td>2</td>
</tr>
<tr>
<td>NEW 40408</td>
<td>Chocolate Cinnamon Chip</td>
<td>2.5</td>
<td>48</td>
<td>2</td>
</tr>
<tr>
<td>NEW 40409</td>
<td>Celebration</td>
<td>2.5</td>
<td>48</td>
<td>2</td>
</tr>
</tbody>
</table>

READI-BAKE® BENEFIT MINI BARS - Made with 51% Whole Grains

<table>
<thead>
<tr>
<th>PRODUCT CODE</th>
<th>PRODUCT DESCRIPTION/FLAVOR</th>
<th>SIZE</th>
<th>COUNT</th>
<th>GRAINS</th>
</tr>
</thead>
<tbody>
<tr>
<td>40452</td>
<td>Maple Brown Sugar</td>
<td>1.25</td>
<td>96</td>
<td>1</td>
</tr>
<tr>
<td>40454</td>
<td>Oatmeal Chocolate Chip</td>
<td>1.25</td>
<td>96</td>
<td>1</td>
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<tr>
<td>40455</td>
<td>Brownie Bar</td>
<td>1.25</td>
<td>96</td>
<td>1</td>
</tr>
<tr>
<td>40456</td>
<td>Banana Chocolate Chunk</td>
<td>1.25</td>
<td>96</td>
<td>1</td>
</tr>
<tr>
<td>NEW 40457</td>
<td>Chocolate Cinnamon Chip</td>
<td>1.25</td>
<td>96</td>
<td>1</td>
</tr>
<tr>
<td>NEW 40458</td>
<td>Celebration</td>
<td>1.25</td>
<td>96</td>
<td>1</td>
</tr>
</tbody>
</table>
READI-BAKE® BeneFIT® Bars

Product Benefits
- Made with 51% Whole Grain
- Good source of Iron
- Contains at least 3g of Fiber
- Thaw & Serve convenience
- Made in a “nut free” facility
- No artificial colors or flavors
- 2.5 oz. Bars = 2 grain crediting
- 1.25 oz. Mini Bars = 1 grain crediting

Shelf Life
- Frozen – 365 days
- Refrigerated – 6 weeks
- Ambient – up to 7 days

Perfect for celebrating birthday’s & special occasions!
Individually Wrapped Products
Meal Kit Ideations

Simple Solutions
INDIVIDUALLY WRAPPED & SHELF STABLE PRODUCTS

PRE-PACKAGED BAKERY

FOR MORE INFORMATION VISIT WWW.JJSNACKFOODSERVICE.COM
REACH OUT TO YOUR LOCAL REGIONAL SALES MANAGER

Available electronically*
SUPEPRETZEL® 51% Whole Grain Options

Individually Wrapped* 51% Whole Grain Soft Pretzel Options:

• 51% Whole Grain Mini Baked Soft Pretzels 1 oz/200ct - 1 grain
• 51% Whole Grain Regular Size Baked Soft Pretzel 2.2 oz/100ct – 2g

Shelf Life

• Frozen – 365 days
• Ideal for thaw & serve – use same day

#30410

#30131
SUPEPRETZEL® 51% Whole Grain Filled Soft Pretzels

Individually Wrapped* 51% Whole Grain Soft Pretzel Options:

- 51% Whole Grain SUPERSTIX Cinnamon Bun Filled Soft Pretzel Stick 2.1 oz./60ct. – 2 grain
- 51% Whole Grain Junior Cheese Filled Soft Pretzel 3.3 oz./50 ct. – 2.75 grain

Shelf Life

- Frozen – 365 days
- Ideal for thaw & serve – use same day
READI-BAKE® BeneFIT® Bars

Available in 2.5 oz. and a variety of flavors

2.5 OZ / 48 CT = 2 grain
- 40400 Oatmeal Raisin
- 40401 Oatmeal Chocolate Chip
- 40402 Banana Chocolate Chunk
- 40403 Apple Cinnamon
- 40404 French Toast
- 40405 Apple Blueberry Chip
- 40406 Cocoa Chip
- 40407 Maple Brown Sugar
- 40408 Chocolate Cream Chip
- 40409 Celebration

Ships frozen

Thaw and serve option
- Excellent: warmed from frozen in holding cabinet

Shelf Life
- Frozen – 365 days
- Refrigerated – 6 weeks
- Ambient – up to 7 days

Same favorite school snack that both parents and students enjoy!
READI-BAKE® BeneFIT® Mini Bars

Available in 1.25 oz. and a variety of flavors

1.25 OZ / 96 = 1 grain
- 40452 Maple Brown Sugar
- 40454 Oatmeal Chocolate Chip
- 40456 Banana
- 40455 Brownie
  - Smart Snack or Lunch application
- 40457 Chocolate Cream Chip
- 40458 Celebration

Ships frozen
Thaw and serve option
- Excellent: warmed from frozen in holding cabinet

Shelf Life
- Frozen – 365 days
- Refrigerated – 6 weeks
- Ambient – up to 7 days

Same favorite school snack that both parents and students enjoy!

1 grain – 1 protein
Crunch & Crave™ Crackers

Available in 2 Sizes
1.6oz bags – 100ct Case = 2 grains
  • #2049190 Spicy Queso
  • #2049191 Pizza
  • #2049192 Original
1oz bags - 160ct Case = 1 grain
  • #2049193 Churro
  • #2049194 Original

Shelf Life
• Ambient – 8 months
  • No artificial colors or flavors
  • Manufactured in a “peanut free” facility
  • Good source of fiber
  • Vegetarian
    • Vegan *Original & Churro
  • Smart Snack approved
  • Kosher – OUD
Readi-Bake® BeneFIT
Grahams & Crackers

Available in 2 Sizes
1oz bags - 200ct Case = 1 grain
2oz bags – 100ct Case = 2 grain

Comes in a variety of shapes and flavors

Shelf Life
• Ambient – 6 months
• Ships frozen
• Store either:
  • Frozen
  • Refrigerated
  • Dry

1 OZ / 200 CT = 1 grain
• 039085 Jungle Crackers
• 056070 Belly Bears Chocolate
• 056071 Belly Bears Honey
• 056072 Belly Bears Cinnamon

2 OZ / 100 CT = 2 grain
• 56080 Belly Bears Cinnamon
Tio Pepe’s® 51% Whole Grain Churros

Individually Wrapped* 51% Whole Grain Churros
100 Count = 1 grain

Great on-the-go breakfast option! Simply thaw & serve!

Cinnamon (unfilled) – 1.48 oz.
Apple Filled – 1.9 oz.
Raspberry Filled – 1.9 oz.

Shelf Life

- Frozen – 365 days
- Thaw & Serve same day use
  - Serve warm from a holding cabinet
Menu Concepts

We’re more than just a happy face!
Scan Phone here for Recipe Concepts:
Summer Feeding
Summer Fun

...some more Themes for your menu fun!
We offer 100% Juice Frozen Novelties perfect for every K-12 occasion

Themed Frozen Juice Cups increase participation and spread holiday cheer with a half cup of fruit!

JJSF’s premium 100% frozen juice cups and bars make the perfect k-12 menu addition because they do not contain added sugar or artificial colors and flavors.

We are bringing the fiesta to your menus! These 100% frozen juice cups contain the perfect balance of sweet and heat that students and adults will love!

From LUIGI’S® Sours to LUIGI’S® 100% Frozen Juice Sorbets, kids will love the bold blend of fun & nutrition!
Beat the heat with these refreshing ½ cup frozen juice cups!

- Whole Fruit
  - 7 flavors
- LUIGI’S Sorbet
  - 6 flavors
- LUIGI’S Sours
  - 5 flavors
- TIO PEPE’S Spiced Ice
  - 2 flavors
- Shape Up Cups
  - 8 themed flavors

Transport or serve from our freezer bag option!
Marketing Support
Back to School Promotion
August 2nd – November 26th, 2021

2021-2022 Back-To-School Promotion

Back to School Promotion

Qualifying Steps

Step 1
Purchase and menu the featured products between August 2nd – Nov 26th, 2021

Step 2
Send us line of your menu to support@coolschoolcafe.com with your
distribution invoice or velocity report by December 31st, 2021

Option: Submit your menu with your distribution invoice or velocity reports via mail to:
Cool School Cafe, PO Box 555 Beaver, MI 55488

Step 3
Receive your cool school points!

www.jsnachfoodservice.com, (800) 999-9354, 26140

SCAN HERE for Literature Sheet

COMING SOON!
February – May 2022
Fun School Ideas!

Year-Round
Shaped Soft Pretzels
SUPERPRETZEL® Whole Grain Soft Pretzel Fun Shapes – Star & Heart

Fitness Friday
Encourage Weekend Activity

April is National Soft Pretzel Month

Seasonal Themed Products

April is National Soft Pretzel Month
FALL INTO THE SEASON WITH FUN, THEMED ITEMS!

SUPERPRETZEL® 51% Whole Grain Soft Pretzel FunShapes

Shape Ups® Frozen Theme Juice Cups

READI-BAKE BeneFIT® Themed Cookie Dough

MAKE IT A WINTER WONDERLAND WITH OUR THEMED ITEMS!

SUPERPRETZEL® 51% Whole Grain Soft Pretzel FunShapes

Shape Ups® Frozen Theme Juice Cups

READI-BAKE BeneFIT® Themed Cookie Dough
CELEBRATE VALENTINE'S DAY WITH OUR THEMED ITEMS!

READI-BAKE BeneFIT® Themed Cookie Dough

SUPERPRETZEL® 51% Whole Grain Soft Pretzel FunShapes

Shape Ups® Frozen Theme Juice Cups

OUR ST. PATRICK'S ITEMS ARE LEPRECHAUN APPROVED!

READI-BAKE BeneFIT® Themed Cookie Dough

SUPERPRETZEL® 51% Whole Grain Soft Pretzel FunShapes

Shape Ups® Frozen Theme Juice Cups
JJSF POS, Literature, and Recipe Concepts

Price Signs, Brochures, and Posters are all available to support our products! This attention-grabbing signage engages the kids and can increase sales!

POS
- Table Tents
- Posters
- Price Signs
- Decals

Literature
- Product Brochures
- Segment Specific Brochures

Order online!

Chicken and Dutch Waffle Sticks

The dedicated chefs at JJSF create unique serving suggestions to put an innovated spin on our products!

For these recipes and more please visit:
- http://jjsnackfoodservice.com/recipes/
JJSF K-12 Equipment

We offer an extensive variety of equipment to support K-12 products! This includes: Hawking Bags, Display Warmers, rack displays and more!

Model 312 Warmers are perfect for Tio Pepe’s® Whole Grain Churros!

Model 2000’s fit whole grain soft pretzels and make a great addition to the line!

Easily display BeneFIT® Bars in this convenient and space saving rack!

Model 994 Warmers can have custom graphics to support the Dutch Waffle

Hawking bags are great for Summer Feeding or at the end of the line! Also available for WholeFruit®
Thank you!

Mimi Ford  
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Alana Stutman  
Associate Marketing Manager – Non-Comm  
astutman@jjsnack.com