

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 2, 2007

J & J SNACK FOODS CORP.

(Exact name of registrant as specified in its charter)

New Jersey (State or Other Jurisdiction of Organization)	0-14616 (Commission File Number)	22-1935537 (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))

1

ITEM 8.01. OTHER EVENTS

On April 2, 2007, the Company issued a press release announcing it has acquired the WHOLE FRUIT Sorbet and FRUIT-A-FREEZE Frozen Fruit Bar brands.

ITEM 9.01. FINANCIAL STATEMENTS AND EXHIBITS.

(c) Exhibits

Exhibit Number	Description of Document
99.1	Press Release dated April 2, 2007

2

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 2, 2007

EXHIBIT INDEX

Exhibit Number

Description

99.1 Press Release dated April 2, 2007

J & J Snack Foods Acquires WHOLE FRUIT Sorbet and FRUIT-A-FREEZE Frozen Fruit Bar Brands

PENNSAUKEN, N.J.--(BUSINESS WIRE)--April 2, 2007--J & J Snack Foods Corp. (NASDAQ:JJSF) announced today that it has acquired the WHOLE FRUIT Sorbet and FRUIT-A-FREEZE Frozen Fruit Bar brands, along with related assets including a manufacturing facility located in Norwalk, CA, from a subsidiary of CoolBrands International, Inc. (Toronto: COB.A-T0). J & J Snack Foods Corp. owns and manufactures LUIGI'S Real Italian Ice, the #1 selling Italian ice in the world and licenses the MINUTE MAID brand name for various frozen novelty products.

The acquired brands had been experiencing declining sales for several years with sales of approximately \$10 million in 2006. The Company said that it expects sales to be less than \$2 million in its fiscal year ending September 2007, but is hopeful of rebuilding the brands and business going forward. The products will be sold through its food service and retail supermarket business segments. FRUIT-A-FREEZE is a super premium fruit bar featuring chunks of fruit. WHOLE FRUIT sorbet is sold mainly in pints and is known for its wholesome, healthy and upscale fruit flavors.

Gerald B. Shreiber, J & J's President and Chief Executive Officer, commented, "These two premium brands add to our expanding portfolio of frozen novelty products. Our goal is to improve upon their recent performance in the retail supermarket segment as well as to expand their presence in the food service market. In addition, the manufacturing facility gives us a west coast plant for manufacturing frozen novelty products that is expandable in the future which would benefit logistics over the long term."

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* and BARQ'S** and CHILL*** frozen juice bars and ices, 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 and Vernon, (Los Angeles) California.

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

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

***CHILL is a registered trademark of Wells Dairy, Inc.

CONTACT: J & J Snack Foods Corp.
Dennis G. Moore, 856-665-9533, x 268