

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): July 22, 2003  
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J & J SNACK FOODS CORP.  
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(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 7. FINANCIAL STATEMENTS AND EXHIBITS.

(c) Exhibits

Exhibit Number	Description of Document
99.1	Press Release dated July 22, 2003 (furnished pursuant to Items 9 and 12 hereof)

ITEM 9. REGULATION FD DISCLOSURES

(Information is being provided under Item 12 as well as under Item 9, in accordance with SEC Release No. 33-8216.)

On July 22, 2003, J & J Snack Foods Corp. issued a press release regarding its earnings for the third quarter of fiscal 2003 and for fiscal 2003. This press release is furnished in this report, pursuant to Items 9 and 12 hereof, as Exhibit 99.1.

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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: July 23, 2003

EXHIBIT INDEX

Exhibit Number

Description

99.1

Press Release dated July 22, 2003 (furnished pursuant to Items 9 and 12 hereof)

## J &amp; J Continues to Post Gains; Record Sales and Earnings

PENNSAUKEN, N.J.--(BUSINESS WIRE)--July 22, 2003--J & J Snack Foods Corp. (NASDAQ:JJSF) today announced record sales and earnings for its third quarter and nine months ended June 28, 2003.

Sales for the third quarter increased 2% to \$102.5 million from \$100.6 million in last year's third quarter. Net earnings increased 4% to \$7.8 million from \$7.5 million last year. Earnings per diluted share were \$.87 for the June quarter compared to \$.80 last year. Operating income increased 5% to \$12.2 million this year from \$11.6 million in the year ago period.

For the nine months ended June 28, 2003, sales increased 3% to \$261.1 million from \$253.1 million in last year's nine months. Net earnings increased 12% to \$12.0 million in the nine months from \$10.7 million last year. Earnings per diluted share were \$1.32 for the nine months compared to \$1.16 last year. Operating income increased 11% to \$18.6 million from \$16.7 million in the year ago period.

Gerald B. Shreiber, J & J's President and Chief Executive Officer, commented; "While sales of our soft pretzel products were strong for the quarter, we were impacted by very poor weather conditions hampering sales at theme parks and other outdoor venues during the months of May and June. ICEE and our frozen beverage products as well as our frozen desserts at grocery stores were particularly impacted by the poor weather. Continued success of our PRETZEL FILLER products, including recently introduced new sizes, sparked soft pretzel sales. We are planning to introduce several items in 'bite size form' of this 'first of its kind category' into retail supermarket stores in the late summer and fall. Although we are essentially pleased with our overall profitability for the quarter and the nine months - achieved despite a difficult overall business environment and aided by a significant reduction in depreciation expense - we are committed to improving our top line revenues and bottom line going forward."

J & J Snack Foods Corp.'s principal products include SUPERPRETZEL, PRETZEL FILLER and other soft pretzels, ICEE and ARCTIC BLAST frozen beverages, LUIGI'S, MAMA TISH'S, SHAPE UPS, MINUTE MAID(1) and BARQ'S(2) 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			
	Three Months Ended		Nine Months Ended	
	June 28, 2003	June 29, 2002	June 28, 2003	June 29, 2002
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	(in thousands)			
Net sales	\$ 102,529	\$100,628	\$261,181	\$253,137
Cost of goods sold	64,146	64,198	173,857	169,507
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Gross profit	38,383	36,430	87,324	83,630
Operating expenses	26,226	24,825	68,734	66,903
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Operating income	12,157	11,605	18,590	16,727
Other income (deductions)	42	(38)	174	(302)
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Earnings before income taxes	12,199	11,567	18,764	16,425
Income taxes	4,391	4,049	6,754	5,749
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Net earnings	\$ 7,808	\$ 7,518	\$ 12,010	\$ 10,676
	=====	=====	=====	=====
Earnings per diluted share	\$ .87	\$ .80	\$ 1.32	\$ 1.16
Earnings per basic share	\$ .91	\$ .85	\$ 1.38	\$ 1.22
Weighted average number				

of diluted shares	8,937	9,401	9,080	9,213
Weighted average number of basic shares	8,574	8,840	8,680	8,730

Consolidated Balance Sheets  
June 28,      September 28,  
2003                      2002

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(in thousands)

Current assets	\$ 90,863	\$ 75,367
Property, plant & equipment, net	88,732	94,410
Goodwill	45,850	45,850
Other intangibles, net	1,308	1,539
Other assets	2,207	2,870
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Total	\$228,960	\$220,036
	=====	=====
Current liabilities	\$ 44,373	\$ 40,244
Deferred income taxes	10,806	10,806
Other long term obligations	519	277
Stockholders' equity	173,262	168,709
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Total	\$228,960	\$220,036
	=====	=====

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