

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 21, 2004

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)

1

ITEM 5. OTHER EVENTS AND REGULATION FD DISCLOSURE

On July 21, 2004, J & J Snack Foods Corp. issued a press release regarding sales and earnings for the third quarter ended June 26, 2004.

ITEM 7. FINANCIAL STATEMENTS AND EXHIBITS.

(c) Exhibits

Exhibit Number

Description of Document

99.1

Press Release dated July 21, 2004

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: July 21, 2004

EXHIBIT INDEX

Exhibit Number

99.1

Description

Press Release dated July 21, 2004

J & J Continues to Post Gains; Reports Record Sales and Earnings

PENNSAUKEN, N.J.--(BUSINESS WIRE)--July 21, 2004--J & J Snack Foods Corp. (NASDAQ:JJSF) today announced record sales and earnings for its third quarter and nine months ended June 26, 2004.

Sales for the third quarter increased 16% to \$119.0 million from \$102.5 million in last year's third quarter. Net earnings increased 11% to \$8.7 from \$7.8 million last year. Earnings per diluted share were \$.95 for the June quarter compared to \$.87 last year. Operating income increased 12% to \$13.6 this year from \$12.2 million in the year ago period.

For the nine months ended June 26, 2004, sales increased 13% to \$294.1 million from \$261.2 million in last year's nine months. Net earnings increased 16% to \$13.9 million in the nine months from \$12.0 million last year. Earnings per diluted share were \$1.52 for the nine months compared to \$1.32 last year. Operating income increased 16% to \$21.5 million from \$18.6 million in the year ago period.

Gerald B. Shreiber, J & J's President and Chief Executive Officer, commented; "All of our business groups contributed to our record results for our third quarter. We benefited from strong results in our food service business, particularly with our core pretzel and bakery products, and our ICEE business."

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(1) and BARQ'S(2) 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 and Hatfield, Pennsylvania; Carrollton, Texas; Atlanta, Georgia 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 26,	June 28,	June 26,	June 28,
	2004	2003	2004	2003
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	(in thousands)			
Net sales	\$118,952	\$102,529	\$294,111	\$261,181
Cost of goods sold	76,702	64,146	196,477	173,857
Gross profit	42,250	38,383	97,634	87,324
Operating expenses	28,679	26,226	76,161	68,734
Operating income	13,571	12,157	21,473	18,590
Other income	93	42	265	174
Earnings before income taxes	13,664	12,199	21,738	18,764
Income taxes	4,959	4,391	7,866	6,754
Net earnings	\$ 8,705	\$ 7,808	\$ 13,872	\$ 12,010
Earnings per diluted share	\$.95	\$.87	\$1.52	\$1.32
Earnings per basic share	\$.97	\$.91	\$1.56	\$1.38
Weighted average number of diluted shares	9,163	8,937	9,122	9,080
Weighted average number of basic shares	8,956	8,574	8,873	8,680

Consolidated Balance Sheets

 June 26, 2004 September 27, 2003

(in thousands)

Current assets	\$124,402	\$100,405
Property, plant & equipment, net	89,276	87,115
Goodwill	46,477	45,850
Other intangibles, net	2,492	1,231
Other assets	1,491	2,082
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Total	\$264,138	\$236,683
	=====	=====
Current liabilities	\$ 50,660	\$ 40,058
Deferred income taxes	13,374	13,374
Other long term obligations	484	687
Stockholders' equity	199,620	182,564
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Total	\$264,138	\$236,683
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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