

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, 2010

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)

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))

ITEM 2.02. RESULTS OF OPERATIONS AND FINANCIAL CONDITIONS

On July 22, 2010, J & J Snack Foods Corp. issued a press release regarding its earnings for the third quarter of fiscal 2010.

ITEM 9.01. FINANCIAL STATEMENTS AND EXHIBITS.

(d) Exhibits

| Exhibit Number | Description of Document |
|----------------|-----------------------------------|
| 99.1 | Press Release dated July 22, 2010 |

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 22, 2010

EXHIBIT INDEX

| Exhibit Number | Description |
|----------------|-----------------------------------|
| 99.1 | Press Release dated July 22, 2010 |

J & J Snack Foods Announces Record Sales and Earnings

PENNSAUKEN, N.J.--(BUSINESS WIRE)--July 22, 2010--J & J Snack Foods Corp. (NASDAQ:JJSF) today announced record sales and earnings for its third quarter and nine months ended June 26, 2010.

Sales for the third quarter increased 6% to \$189.7 million from \$179.8 million in last year's third quarter. Net earnings increased 6% to \$15.9 million from \$14.9 million last year. Earnings per diluted share were \$.85 for the June quarter compared to \$.80 last year. Operating income increased 7% to \$26.1 million this year from \$24.4 million in the year ago period.

For the nine months ended June 26, 2010, sales increased 6% to \$496.2 million from \$470.3 million in last year's nine months. Net earnings increased 21% to \$32.0 million in the nine months from \$26.5 million last year. Earnings per diluted share were \$1.71 for the nine months compared to \$1.42 last year. Operating income increased 22% to \$52.4 million from \$43.1 million in the year ago period.

Gerald B. Shreiber, J & J's President and Chief Executive Officer, commented: "All of our business groups, led by our ICEE beverage and supermarket businesses, contributed to our record setting sales performance. In a difficult economy, we were able to continue to grow our business."

J & J Snack Foods Corp.'s principal products include SUPERPRETZEL, PRETZEL FILLERS and other soft pretzels, ICEE, SLUSH PUPPIE and ARCTIC BLAST frozen beverages, LUIGI'S, MAMA TISH'S, SHAPE UPS, MINUTE MAID* and BARQ'S** frozen juice bars and ices, WHOLE FRUIT sorbet, FRUIT-A-FREEZE frozen fruit bars, MARY B'S biscuits and dumplings, DADDY RAY'S fig and fruit bars, TIO PEPE'S and CALIFORNIA CHURROS 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; Moscow Mills, Missouri; Pensacola, Florida and Vernon and Norwalk, California.

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

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

Unaudited Consolidated Statement of Operations

| | <u>Three Months Ended</u> | | <u>Nine Months Ended</u> | |
|---|---------------------------|------------------|--------------------------|------------------|
| | <u>June 26,</u> | <u>June 27,</u> | <u>June 26,</u> | <u>June 27,</u> |
| | <u>2010</u> | <u>2009</u> | <u>2010</u> | <u>2009</u> |
| | (in thousands) | | | |
| Net sales | \$ 189,729 | \$ 179,761 | \$ 496,192 | \$ 470,255 |
| Cost of goods sold | <u>124,698</u> | <u>118,727</u> | <u>335,345</u> | <u>323,162</u> |
| Gross profit | 65,031 | 61,034 | 160,847 | 147,093 |
| Operating expenses | <u>38,969</u> | <u>36,654</u> | <u>108,474</u> | <u>104,002</u> |
| Operating income | 26,062 | 24,380 | 52,373 | 43,091 |
| Other income | <u>236</u> | <u>263</u> | <u>717</u> | <u>965</u> |
| Earnings before income taxes | 26,298 | 24,643 | 53,090 | 44,056 |
| Income taxes | <u>10,437</u> | <u>9,714</u> | <u>21,138</u> | <u>17,564</u> |
| Net earnings | <u>\$ 15,861</u> | <u>\$ 14,929</u> | <u>\$ 31,952</u> | <u>\$ 26,492</u> |
| Earnings per diluted share | \$.85 | \$.80 | \$ 1.71 | \$ 1.42 |
| Earnings per basic share | \$.86 | \$.81 | \$ 1.73 | \$ 1.43 |
| Weighted average number of diluted shares | 18,731 | 18,698 | 18,705 | 18,697 |
| Weighted average number of basic shares | 18,529 | 18,480 | 18,516 | 18,507 |

Consolidated Balance Sheets

| | <u>June 26, 2010</u> | <u>September 26, 2009</u> |
|--|----------------------|---------------------------|
| | <u>(Unaudited)</u> | |
| | (in thousands) | |
| Cash & cash equivalents | \$ 54,293 | \$ 60,343 |
| Current marketable securities held to maturity | 26,865 | 38,653 |
| Other current assets | 125,504 | 112,115 |
| Property, plant & equipment, net | 103,718 | 97,173 |
| Goodwill | 70,070 | 60,314 |
| Other intangible assets, net | 56,577 | 49,125 |
| Long-term marketable securities held to maturity | 28,322 | 19,994 |
| Other | 1,893 | 2,110 |
| Total | <u>\$ 467,242</u> | <u>\$ 439,827</u> |
| Current liabilities | \$ 72,689 | \$ 67,679 |
| Long-term obligations under capital leases | 211 | 285 |
| Deferred income taxes | 27,033 | 27,033 |
| Other long-term liabilities | 1,983 | 1,986 |
| Stockholders' equity | <u>365,326</u> | <u>342,844</u> |
| Total | <u>\$ 467,242</u> | <u>\$ 439,827</u> |

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

Senior Vice President

Chief Financial Officer

856-532-6603