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**GOVERNOR LEE, COMMISSIONER ROLFE ANNOUNCE THE ICEE COMPANY
WILL ESTABLISH HEADQUARTERS IN LA VERGNE**
Beverage company will invest \$10.3 million, create approximately 200 jobs

RUTHERFORD COUNTY, Tenn. – Tennessee Gov. Bill Lee and Department of Economic and Community Development Commissioner Bob Rolfe announced today that The ICEE Company will establish its headquarters in La Vergne and create approximately 200 jobs in Rutherford County over the next five years.

“Every kid and every parent in America has craved an ICEE at one point or another, and now we’re so excited that this iconic company has chosen to call Tennessee home,” Lee said. “Tennessee is home to many major internationally recognized brand names, and we’re so proud to add ICEE to our list. This is great news for La Vergne and our entire state.”

“We’ve made a concerted effort to make Tennessee a place where companies want to invest, grow and create jobs,” Rolfe said. “The ICEE Company’s decision to bring its corporate headquarters to La Vergne highlights how Tennessee’s low taxes, skilled workforce and quality of life continue to attract world-class businesses.”

Founded in 1967, The ICEE Company is the leader and innovator in the frozen beverage industry, offering the most comprehensive frozen beverage package and service network in the beverage and foodservice categories. The company plans to establish its headquarters at 265 Mason Rd. in La Vergne.

“The ICEE Company is absolutely thrilled to be moving to Tennessee,” CEO and President Dan Fachner said. “During our 50-plus years, we have grown an incredible family of hard-working people that love this company and our brands, and we are looking forward to continuing that heritage and culture in our new home. We can’t wait to create new memories and traditions in Tennessee.”

[The ICEE Company](#) is a subsidiary of J&J Snack Foods Corp. (NASDAQ: JJSF), and operates service and distribution centers throughout the United States, Mexico and Canada. ICEE is distributed globally across Europe, China, Central America and the GCC. Its brand portfolio includes ICEE®, SLUSH PUPPIE®, ARCTIC BLAST®, Parrot-ice® fruit smoothies, THELMA’s® frozen lemonade, Nitro cold brew frozen coffee dispensed out of Twisted Chill® by ICEE machines, and frozen cocktails. The ICEE Company is also a major service provider to the foodservice category through ICEE Managed Service.

Local officials and the Tennessee Valley Authority applauded The ICEE Company for its investment La Vergne and Rutherford County.

“With our top-rated school district, affordable cost of living and strong local economy, companies like The ICEE Company are choosing to relocate and put down roots in our community,” Rutherford County Mayor Bill Ketron said. “On behalf of Rutherford County, I am pleased to welcome ICEE and look forward to partnering with their team.”

“The ICEE Company’s decision to relocate its corporate headquarters to the City of La Vergne is a testament to our community’s ability to retain the high-quality talent that enables growing companies to compete in the marketplace,” City of La Vergne Mayor Jason Cole said. “Thanks to world-class institutions like Motlow State Community College, Middle Tennessee State University and companies like ICEE, we are creating jobs today while ensuring the future of La Vergne is even stronger than its past.”

“TVA and Nashville Electric Service are proud to welcome The ICEE Company to Rutherford County,” TVA Senior Vice President of Economic Development John Bradley said. “Helping to foster economic growth and job creation is fundamental to TVA’s mission of service and we are proud to partner with the Tennessee Department of Economic and Community Development, Rutherford County Chamber of Commerce, Rutherford County and City of La Vergne to help further that mission.”

“We are thrilled The ICEE Company has chosen Rutherford County for its headquarters,” Bill Jones, chairman of the Rutherford County Industrial Development Board and chairman of Destination Rutherford, said. “This announcement further demonstrates the attractive business environment that we offer. With a large, skilled workforce and our significant investment in talent development, Rutherford County is uniquely positioned to partner with ICEE.”

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Company Logos Attached

PURPOSE OF DESTINATION RUTHERFORD: CREATE | ADVANCE | PROSPER

Since 2002, Destination Rutherford, an initiative of the Rutherford County Chamber of Commerce, has served the citizens of Rutherford County by providing significant job growth through the attraction of new industry, expansion of existing industry, tourism awareness, and increased retail growth – resulting in significant economic opportunities and ensuring a prosperous community.

ABOUT THE TENNESSEE DEPARTMENT OF ECONOMIC AND COMMUNITY DEVELOPMENT

The Tennessee Department of Economic and Community Development’s mission is to develop strategies that help make Tennessee the No. 1 location in the Southeast for high quality jobs. To grow and strengthen Tennessee, the department seeks to attract new corporate investment to the state and works with Tennessee companies to facilitate expansion and economic growth.

