J&J SNACK FOODS

Head of Business Development, Mexico



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About J&J Snack Foods

Over 50 years ago, J&J Snack Foods (NASDAQ: JJSF) was founded when entrepreneur Gerald B. Shreiber purchased an ailing hot pretzel company with a humble facility and eight employees at a court auction. Today, J&J Snack Foods is a large, publicly traded company with more than 4,200 employees and manufacturing locations across the country, with products found in supermarkets, stadiums, movie theaters, convenience stores, restaurants, and schools nationwide. J&J Snack Foods (NASDAQ: JJSF) is a leader in the snack food industry, supplying branded snack foods to food service and retail customers across the country. Its products include SUPERPRETZEL and ICEE, along with LUIGI'S Real Italian Ice, Dippin' Dots, The Funnel Cake Factory funnel cakes, Hola Churros, and a wide range of baked goods, frozen beverages, and frozen novelties.

Through organic growth, well-chosen acquisitions, and a sharp eye for new opportunities, JJSF has grown from a small pretzel baker into a large diversified and category-leading food company. The business is uniquely positioned within the immediate-consumption space, serving a wide range of channels where speed, flexibility, and product innovation are critical.

In recent years, JJSF has been through a meaningful transformation under CEO Dan Fachner. The company has strengthened its leadership team, enhanced its commercial and operational capabilities, and made targeted investments in its supply chain and distribution network. The acquisition of brands like Dippin' Dots, Thinsters, and Dogsters and the ongoing organic expansion of its legacy brand portfolio demonstrate a strong focus on growth and long-term value creation.

In Mexico, ICEE began by selling the ICEE brand in self-service stores in Mexico City. Better equipment opened new channels, and sales and delivery routes now reach 42 cities. The food side of the business started in 1995 with SUPERPRETZEL, and the company markets 15 frozen food brands today alongside its beverage brands.

JJSF's success is driven not only by its products and market position, but by a culture that emphasizes humility, integrity, and a shared commitment to doing the right thing. The company continues to invest in new products, new customers, and new channels, positioning itself for continued growth in the years ahead. It is a well-established, financially sound business, and the snack food portfolio is where the next stage of growth sits.

BRANDS THAT SPELL FUN

ICEE

Tango de ICEE Whip

parrot-ice frozen cocktails

Congeladas Squeeze Tube

Pretzel Fillers stuffed soft pretzels

ICEE Slush Aguanieve

Tio Pepe's Churros Pastry Stix

SuperPretzel Soft Pretzels

Responsibly Serving Fun

J&J Snack Foods knows its business has an impact on the environment, the communities in which it operates, and its employees. At JJSF, it strives to continually improve on the ESG journey as it explores improving operations, serving its employees, stakeholders, and communities, and centering itself around a quality product portfolio that balances profits with ethical business practices.



Environmental

JJSF is committed to the responsible use of natural resources and making a conscious effort to reduce its environmental impact.

Social

JJSF strives to deliver outstanding enthusiasm and empathy for its employees, customers, and communities.

Governance

JJSF is responsible for maintaining food standards that not only exceed safety and quality standards but also meet the highest level of ethical and sustainability standards.

Sourcing Sustainable Ingredients

As a leader and innovator in the snack food industry, JJSF maintains multi-site certification from the Roundtable on Sustainable Palm Oil (RSPO) for eight of its facilities across the United States. It is dedicated to procuring sustainable palm oil from certified sources for all its facilities and managing internal programs in compliance with the RSPO mass balance standard.



Citizens Being Good Citizens

JJSF is actively invested in every community in which it operates and strives to make a positive difference both within the company, and with all of its friends, partners and colleagues.

Whether it's recycling and green efforts, or consistently upgrading facilities and processes for more environmental friendliness and energy efficiency, it works hard to be the neighbor everyone wants to have.

Employees of JJSF are encouraged to turn their passion for positive change into opportunities for each of their home communities. JJSF actively supports philanthropic and volunteerism efforts on both the individual and corporate level, as well as contributing to charities in each community.

The Opportunity

The ICEE brand is widely recognized in Mexico, and the frozen beverage business is well established. The food business is not. It is small today; it has never had a dedicated commercial leader, and many of the buyers who could stock and sell these products do not yet know that JJSF makes them. Closing that gap is the reason this role exists.

This leader will build the snack food business in Mexico. The work is opening new accounts and new channels for JJSF products across grocery, convenience, club, cinema, quick-service restaurants, and food service, including private label. Product enters Mexico through imports, so the role partners closely with the import specialist in Mexico and with the United States team on product selection, pricing, and supply. A small number of distributors are in place today and more will be added. Managing those partners, and working through their sales teams to reach customers, is part of the job.

This role is built for someone who wants to create business rather than maintain it. Success is measured in new customers, new programs, and revenue that did not exist before. The business is small enough that the results of good work appear quickly, and the person in this seat has the brands, portfolio, and support of a large, well-established company backing them. The role reports to the General Manager in Mexico and has regular exposure to senior leadership in the United States.



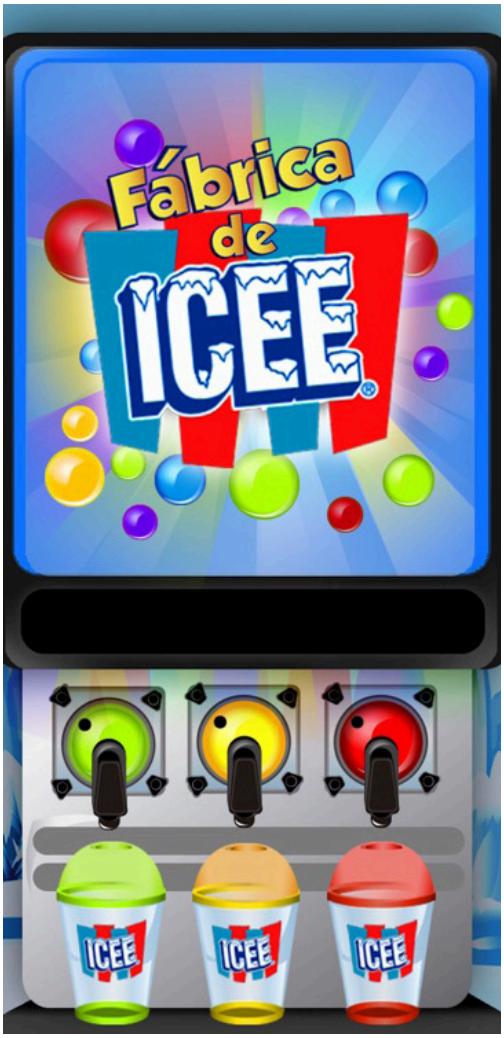
Key Responsibilities

New Business Development

- Build and run a plan to open new accounts for the snack food portfolio in Mexico, with clear priorities by channel and customer.
- Find opportunities where JJSF does not compete today and turn them into working programs.
- Lead senior-level conversations with buyers and commercial leaders at large customers.
- Move ideas from a first meeting to a trial, to a program that keeps growing.

Customers & Channels

- Develop relationships across grocery, convenience, club, cinema, quick-service restaurants, and food service.
- Use existing JJSF relationships in cinema and convenience where they help introduce the snack food portfolio.
- Understand each customer's economics well enough to shape an offer that benefits both the customer and JJSF, including private label opportunities.



Distributors & Route to Market

- Manage the distributors already in place and sign new ones where coverage is missing.
- Work with distributor sales teams so they actively sell JJSF products, not just carry them.
- Help solve the practical problems of getting frozen product to the shelf, including third-party logistics and final delivery coverage.



Working Across JJSF

- Partner with the import specialist on the Mexico team to plan product flow, registrations, and timing.
- Work with the United States team on product selection, pricing, supply, and marketing support.
- Keep the General Manager and senior leadership current on the pipeline with clear, honest reporting.
- Lead and develop the small snack food team in Mexico and bring in support from across the company when a customer opportunity calls for it.

Ideal Candidate Profile

The right person is a commercial leader in the Mexican food industry who already knows the buyers that matter and has personally created new business, not just managed accounts that were already established. Starting from a small base and building it is the appeal of this job, not a drawback. The role calls for someone who can hold a senior-level conversation with a customer and then do the detailed work that follows: pricing, margin, supply, and follow-through.



The Mexico business is practical and moves quickly. It is a hands-on environment rather than a formal corporate one, and the person who does well here is modest and collaborative, organized, and regularly meeting with customers. The work is largely self-directed, without a large support team in place, so this leader sets their own priorities and keeps several opportunities moving at once.

Key Experiences, Competencies & Attributes

- At least 10 years in food CPG in Mexico. Snacks, frozen, bakery, dairy, confectionery, or food service backgrounds fit best.
- Direct, personal relationships with buyers at large customers: retail and club, convenience, cinema, quick-service restaurants, food service, and distributors.
- A real record of opening new accounts and new channels, with specific examples the candidate can walk through.
- Experience selling through distributors and managing distributor performance.
- Understands the commercial side of the business, including pricing, margin, and how to build a case internally.
- Working English, spoken and written. Fluency is a plus, not a requirement.
- Based in or willing to relocate to the Mexico City area. Regular travel within Mexico.
- Experience with imported product, customs, or cross-border supply is preferred, not required. Bachelor's degree required; advanced degree helpful but not essential.





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