

naturally  
essenced



sparkling  
water

**LaCroix's Spring Taste is . . . UP!!  
Shelves Loaded Nationwide Very Soon**

**Latest Naturally-Essenced Varieties Come to Market**

**FORT LAUDERDALE March 4, 2020 — National Beverage Corp. (NASDAQ: FIZZ) announces its two new naturally-essenced flavors of LaCroix – the enticing savor of *LimonCello* and the refreshing taste of *Pastèque* (French for watermelon) – will hit store shelves nationwide this spring. These innovative new varieties join the LaCroix family of 27 refreshingly *innocent* flavors.**

**LaCroix, America's distinguished sparkling water brand, is 'upbeat for action' –  
*mmm* 2020 Springtime Delights!**



Both *LimonCello* and *Pastèque* capture 'the extravagance of delicious!' Fans will be instantly transported to the Italian Riviera with the refreshing finesse of *LimonCello*. *Pastèque* captures lushness of a sweet watermelon and is one of the most highly-anticipated flavors to date. "Customers have greeted both *LimonCello* and *Pastèque* with delight and both flavors are sure to become . . . the sips of summer," said a company spokesperson.

*LimonCello* and *Pastèque* are currently available at select retailers around the country and will be available nationwide this spring.

"Heading into *2020 Springtime*, the pace of innovation is at an all-time high," said a company spokesperson. "LaCroix is recognized as America's favorite naturally-essenced sparkling water and has been loyal to its healthy promise from the start. Our commitment to our consumers is to convey an innocent, uplifting mindset that not only delivers a delicious taste, but also includes a 'feeling' that we are enthusiastic about our health-based future innovations. LaCroix initiates fervor that drives loyal fans to create viral videos, turn their obsession into Halloween costumes and artwork, and express their genuine love for LaCroix in countless other ways."



**LaCroix is proclaimed by health-conscious consumers everywhere as the 'epitome' of taste!**

Contact: Grace Keene, 8100 Southwest 10<sup>th</sup> Street, Fort Lauderdale, FL 33324

877-NBC-FIZZ [www.nationalbeverage.com](http://www.nationalbeverage.com)

**0-CALORIE 0-SWEETENER 0-SODIUM = INNOCENT!**

[lacroixwater.com](http://lacroixwater.com)

