

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, DC 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): January 31, 2019

National Beverage Corp.

(Exact Name of Registrant as Specified in Its Charter)

Delaware

(State or Other Jurisdiction of Incorporation)

1-14170

(Commission File Number)

59-2605822

(IRS Employer Identification No.)

8100 SW Tenth Street, Suite 4000
Fort Lauderdale, Florida

(Address of Principal Executive Offices)

33324

(Zip Code)

(954) 581-0922

(Registrant's Telephone Number, Including Area Code)

(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))

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (17 CFR §230.405) or Rule 12b-2 of the Securities Exchange Act of 1934 (17 CFR §240.12b-2).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Item 8.01 Other Events

On January 31, 2019, the company issued a news release entitled “National Beverage Corp. Proves LaCroix is Natural”. The release is attached hereto as Exhibit 99.1.

Item 9.01 Financial Statements and Exhibit

(d) Exhibits

Exhibit 99.1 [News release entitled “National Beverage Corp. Proves LaCroix is Natural”](#)

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 thereunto duly authorized.

National Beverage Corp.
(Registrant)

Date: February 1, 2019

/s/ George R. Bracken
George R. Bracken
Executive Vice President – Finance
Principal Financial Officer

EXHIBIT INDEX

Exhibit 99.1 News release entitled “National Beverage Corp. Proves LaCroix is Natural”



NASDAQ: FIZZ
 For Immediate Release
 Contact: Office of the Chairman, Grace Keene

**NATIONAL BEVERAGE
 PROVES LACROIX IS NATURAL**

FORT LAUDERDALE, FL, January 31, 2019 . . . National Beverage Corp. (NASDAQ: FIZZ) reaffirms essences contained in LaCroix are certified by suppliers and an independent laboratory to be 100% natural.

In October 2018, a prominent law firm, in response to a lawsuit, had LaCroix essences independently tested by an accredited lab. This law firm managed the process of the test protocols and results, which included retaining the services of a foremost Regulatory Science expert. Results of the tests, performed under the rigorous standards of the American Society for Testing and Materials, concluded no trace of artificial or synthetic additives were found, further confirming supplier certifications.

“We unequivocally stand behind these results and refute contrary claims contained in lawsuits, including the one filed this week in New York,” stated Nick A. Caporella, Chairman and Chief Executive Officer. “We pride ourselves in bringing only the healthiest, safest and most delicious ingredients to our consumers – all with zero calories, zero sugar and zero sodium.”

“*FIZZ* shareholders and consumers alike are well aware of the nature of news in our country today. Political debate and social media have created a divisive polarization. As quoted in *Time* magazine, ‘Online, lies and truth look the same. This has been a boon for professional liars, who take advantage of the fact that two-thirds of Americans get their news from social media . . .’ These professional liars used these same platforms to falsely attack our brand integrity,” Caporella concluded.

I just Love my...
 LaCroix!!

Innovation should be new – but ours has the ‘essence’ to refresh and captivate with FIZZ + Fun

“Patriotism” – If Only We Could Bottle It!



8100 SW Tenth Street
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 Fort Lauderdale, Florida 33324

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