

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): November 5, 2018

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 November 5, 2018, the company issued a news release entitled “New LaCroix Themes Flavor Miami Scene”. The release is attached hereto as Exhibit 99.1.

Item 9.01 Financial Statements and Exhibit

(d) Exhibits

[Exhibit 99.1 News release entitled “New LaCroix Themes Flavor Miami Scene”](#)

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: November 6, 2018

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

EXHIBIT INDEX

Exhibit 99.1 News release entitled “New LaCroix Themes Flavor Miami Scene”



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

NEW LACROIX THEMES
FLAVOR
MIAMI SCENE

FORT LAUDERDALE, FL, November 5, 2018 . . . Miami shoppers are ‘feeling’ the scents, sounds and aromas of the newest LaCroix themes by National Beverage Corp. (NASDAQ: FIZZ).

In keeping with Miami’s trendsetting Art – Food – Fashion – Music and innovative lifestyle persona, LaCroix has launched two new themes that ‘highlight’ the lively, exotic Miami personality. This riveting culture combines Cuban, Hispanic and South American influences on the social ambiance now affecting all aspects of lifestyles. We are elated that Miami was chosen to launch *Cubana*, *Coffea Exotica* and *Coconut Cola* to such a passionate LaCroix consumer and wow them with this launch. Consumers, retailers and the ‘street scene’ responses have awakened the Miami ‘scent’ with these LaCroix innovations in such an *oooh na na* ‘sparkling way’.

Lee C. Milam, Chief Sales Officer of Milam's Markets, stated, “These new LaCroix themes are igniting the sparkling water category. We’ve seen a new level of excitement from our consumers during these samplings and these new LaCroix themes will broaden the audience for this category. Once again, LaCroix proves itself to be the leader in the sparkling water category.”

“The results of our unique *BrandEd* in-store experience have been positively reflective as to the future of these themes,” stated Chairman and Chief Executive Officer, Nick A. Caporella. “The excitement generated by this test launch, as reflected on follow-up surveys, has been based on the input of the thousands of consumers who participated in this unique preview, and I am pleased to report that we are ‘go’ for liftoff. *National Beverage continues to excel at innovation,*” concluded Mr. Caporella.

**Our Way is *Tastefully* . . .
*Sparkling !!***

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

“Patriotism” – If Only We Could Bottle It!



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