



NEWS

NASDAQ: FIZZ

For Immediate Release

Contact: Office of the Chairman, Grace Keene

NATIONAL BEVERAGE CORP.'S NICOLA IS 'CLEARLY BETTER'!

FORT LAUDERDALE, FL, May 28, 2015 . . . NiCola, the newest LaCroix theme by National Beverage Corp. (NASDAQ: FIZZ), has received overwhelming response from the cola 'crossover' consumer since its initial Chicago launch.

"The Chicago *experience* most certainly confirmed that cola consumers are more than eager to make NiCola, the cola-tasting sparkling water, their 'cola' of choice," stated Nick A. Caporella, Chairman and Chief Executive Officer.

BevNet.com, the nation's recognized authority on the beverage industry, also confirmed with their recent analysis: ". . . as soon as we took our first sip, we were instantly won over by the flavor of the product. Whatever LaCroix has managed to do with this product, it hits the nail on the head in terms of replicating the smell and taste of cola in a guilt-free way. We'd certainly drink this over any diet cola that's currently out there."



"National Beverage has developed an exciting beverage that has the essence and flavor of cola – but, more importantly, one that is 'Innocent' of calories, sodium, sweetener or any ingredient that the health-conscious consumer is fearful of," stated Caporella.

"Diet colas and typical carbonated soft drinks are in decline and we have developed, through our LaCroix 'theme' concept, beverages to excite and reward 'cola consumers' everywhere," Caporella continued.

-more-



8100 SW Tenth Street
Suite 4000
Fort Lauderdale, Florida 33324

Phone: 877-NBC-FIZZ
www.nationalbeverage.com

When asked if the news from BevNet.com was worthy of the Dow picking up this news release . . . Mr. Caporella stated . . . “What could be more exciting to soft drink consumers (50% of whom consume cola) than to hear that we have made good on our commitment to honor their wish – in guarding their health and not deny their cola essence and flavor! We did just that – *anyone* would say that’s great news,” Caporella broadly smiled.

National Beverage’s iconic brands are the genuine essence . . . of America.

See the full BevNet review at <http://www.bevnet.com/reviews/lacroix/nicola>