

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): September 5, 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)

Securities registered pursuant to Section 12(b) of the Act:

<u>Title of each class</u>	<u>Trading Symbol</u>	<u>Name of each exchange on which registered</u>
Common Stock, par value \$.01 per share	FIZZ	The NASDAQ Global Select Market

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 2.02 Results of Operations and Financial Condition

On September 5, 2019, National Beverage Corp. issued a press release announcing financial results for the three-month period ended July 27, 2019. This release is furnished herewith as Exhibit 99.1 hereto.

## Item 9.01 Financial Statements and Exhibits

(c) Exhibit 99.1 [Press release dated September 5, 2019 announcing the Company's financial results for the three-month period ended July 27, 2019.](#)

## 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)

By: /s/ George R. Bracken  
George R. Bracken  
Executive Vice President – Finance  
(Principal Financial Officer)

Date: September 6, 2019

## EXHIBIT INDEX

99.1 Press release dated September 5, 2019 announcing the Company's financial results for the three-month period ended July 27, 2019.



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

**NATIONAL BEVERAGE CORP.  
 REPORTS COMPARATIVE RESULTS**

FORT LAUDERDALE, FL, September 5, 2019 . . . National Beverage Corp. (NASDAQ: FIZZ) today announced results for its first quarter ended July 27, 2019.

*In thousands, except EPS*

	Net Sales	Net Income	EPS
Three Months Ended July 27, 2019	\$ 263,568	\$ 34,542	\$ .74
Three Months Ended April 27, 2019	\$ 239,914	\$ 26,135	\$ .56

The above presentation emphasizes brand LaCroix's significant stair-step influence returning to a more positive directional position.

The Company has an authorized stock repurchase plan in effect as disclosed in its Form 10-K. Cash on hand is \$202.7 million at July 2019.

Trending Perspectives

- New focus is National Beverage's core driver and international customers are piggyback targets providing growth.
- Unique theme and demographic innovation will stay permanently affixed to the dashboard.
- Canada, the United Kingdom, Ireland and European distribution partnerships are dashboard priorities.

-more-



8100 SW Tenth Street  
 Suite 4000  
 Fort Lauderdale, Florida 33324

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

### Highlights First Quarter

- LaCroix's 13 market bus tour and sampling experiences garnered over 25 million in impressions this summer (actual 25,192,955 source Vector Media).
- LaCroix *Hi-Biscus* Social Campaign reached influencers representing over 187 million impressions on Instagram (actual 187,206,444 source Instagram).
- LaCroix Pamplemousse has reached iconic status with numerous placements in the media including several appearances on the Tonight Show featuring Jimmy Fallon. The entire LaCroix line up is now led by Pamplemousse.

We want to thank our loyal and dedicated consumer base that applauded the launch of our *Hi-Biscus*.

*We love our LaCroix . . .*

*We are passionate about our LaCroix . . .*

*We are crazy about our LaCroix . . .*

*We #LIVE LaCroix!!*

-more-



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National Beverage Corp.  
Consolidated Results for the Periods Ended  
April 27, 2019, July 27, 2019 and July 28, 2018

	(in thousands, except per share amounts)		
	Three Months Ended		
	April 27, 2019	July 27, 2019	July 28, 2018
Net Sales	\$ 239,914	\$ 263,568	\$ 292,590
Net Income	\$ 26,135	\$ 34,542	\$ 48,830
Earnings Per Common Share			
Basic	\$ .56	\$ .74	\$ 1.05
Diluted	\$ .56	\$ .74	\$ 1.04
Average Common Shares Outstanding			
Basic	46,644	46,646	46,619
Diluted	46,892	46,880	46,919

This press release includes forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements involve risks, uncertainties and other factors described in the Company's Securities and Exchange Commission filings which may cause actual results or achievements to differ from the results or achievements expressed or implied by such statements. The Company disclaims an obligation to update or announce revisions to any forward-looking statements.



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