



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

**NATIONAL BEVERAGE CORP.
CONFIRMS PREDICTED
HISTORIC FIRST QUARTER**

FORT LAUDERDALE, FL, August 24, 2016 . . . National Beverage Corp. (NASDAQ: FIZZ) today confirmed a *triumphant* first quarter of its Fiscal Year 2017.

“When does authenticity stop being a trait and become a stalwart description?” was the question posed to Nick A. Caporella, Chairman and Chief Executive Officer. “When absolute performance demands it,” was his answer!

(in millions except EPS)
For the first quarter ended July 30, 2016 -

	<u>Revenues</u>	<u>Op. Income</u>	<u>Net Income</u>	<u>EPS</u>	<u>EBITDA *</u>	<u>Cash</u>
FY 2017	\$ 217	\$ 44	\$ 29	\$ 0.62	\$ 47	\$ 133
Growth	17%	69%	69%	68%	62%	100%

Over the past couple of years, National Beverage has indicated that the industry was evolving and the company was heavily engaged in a metamorphic transformation. Well, FY2016 and first quarter FY2017 definitely confirms this – leaving no doubt that National Beverage is leading this healthy revolution.

“Much is happening to us, for us and with us that point to and test our authenticity. From our founding through our last preview press release dated August 10, 2016, we have strived to be genuine and extremely straightforward in our views with our consumers and shareholders. When questioned about the value of our brands or our specific new course within the industry, we articulated with exceptional results,” emphasized Caporella.

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“We coined the term ‘*Innocent*’ and placed it on our packages. We continue to develop and design as though we are stimulated directly by our consumers. We are generous and rewarding to our employees, consumers, community and shareholders because we want to be! We manage National Beverage like we own it, because we do. We work to provide such an exciting future as though we were the only shareholders of this wonderful enterprise, because we nearly are! We are the future of America because we offer better choices for better health. Our brands, LaCroix and Shasta Sparkling Water SDA (soft drink alternative), are improving lives while smartly stimulating consumer self-esteem. Additional capacity and expanding distribution are intensifying our future revenues.

While some play *Truth or Dare*, we play . . . *Authentic and Healthy*,” concluded a proud Caporella.

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

“Patriotism” – If Only We Could Bottle It!

Fun, Flavor and Vitality . . . the National Beverage Way



JEWEL
CHICAGO, IL



PAVILIONS
NEWPORT BEACH, CA



WHOLE FOODS
TRIBECA, NYC

-more-



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