

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): June 29, 2020

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)

<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 8.01 Other Events**

On June 29, 2020, National Beverage Corp. issued a news release entitled “National Beverage Corp. States LaCroix Leads the Category on Reported Sales/Scans.” The release is attached hereto as Exhibit 99.1.

**Item 9.01 Financial Statements and Exhibits**

- (d) Exhibit 99.1 [Press release dated June 29, 2020 entitled “National Beverage Corp. States LaCroix Leads the Category on Reported Sales/Scans.”](#)
- Exhibit 104 Cover Page Interactive Data File (formatted as Inline XBRL)

**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: June 30, 2020

**EXHIBIT INDEX**

- 99.1 Press release dated June 29, 2020 entitled “National Beverage Corp. States LaCroix Leads the Category on Reported Sales/Scans”
- 104 Cover Page Interactive Data File (formatted as Inline XBRL)



# NEWS

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

## NATIONAL BEVERAGE CORP. STATES LACROIX LEADS THE CATEGORY ON REPORTED SCANS / SALES

FORT LAUDERDALE, FL, June 29, 2020 . . . National Beverage Corp. (NASDAQ:FIZZ) today announced that the latest flavors of LaCroix, *LimonCello*, *Pastèque* and *Hi-Biscus*, have pushed the weekly scans to new highs. LaCroix achieved scanned tracked channel growth of 27.4% or 220 basis points over the category in the four-week period ended June 20, 2020 compared to the prior year. (1)

We appreciate our loyal consumers that have chosen to accompany us on this refreshing journey and are pleased that LaCroix is giving those consumers a needed boost of faith, trust and authenticity.

National Beverage Corp. will release annual earnings for the fiscal year ended May 2, 2020 on Wednesday July 1, 2020.

(1) Source - Nielsen United States xAOC



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 Fort Lauderdale, Florida 33324

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