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sparkling
water



LaCroix's Newest Flavor *Dazzles!!*
CHERRY * BLOSSOM™ to Launch at Major Retailers

FORT LAUDERDALE, FL . . . February 14, 2022 — National Beverage Corp. (NASDAQ: FIZZ) today announces its newest flavor . . . **CHERRY * BLOSSOM™**!

“LaCroix is all about unique flavor, good health and . . . love! We can think of no better time to announce this innovative new flavor than on Valentine’s Day! A gift to our devoted consumers . . . **CHERRY * BLOSSOM™** . . . is a botanical twist of sweet and just a ‘kiss’ of tart, the dazzling taste of blossoming Spring!” said a company spokesperson.

“For centuries, the cherry blossom has represented freshness, splendor and delicate beauty. The flavor of LaCroix **CHERRY * BLOSSOM™** uniquely ‘*blooms*’ with the bliss, fragrance and calming essence of this brilliant flower. We developed the distinctive taste and stunning packaging of **CHERRY * BLOSSOM™** to convey the *Dazzling Taste of Spring!*” concluded the spokesperson.

LaCroix **CHERRY * BLOSSOM™** will be available at select retailers nationwide in March 2022.

LaCroix . . . *beyond taste!!*



Dazzling taste of Spring!